RETAIL'S DIGITAL IMPERATIVES

Retail brands have been digitally transforming their operations for more than a decade, evolving from traditional physical stores into omni-channel environments that blend the digital and physical worlds into a seamless customer experience.



34% plan to offer better personalized in-store experience Reduce operational and capital costs to open and run each store to increase profitability.

Leverage sales and customer data analytics

Measure and predict omni-channel programs' performance and customer satisfaction/retention levels.

Sales Data

24/7

49% invest in improving in-store mobile services

Deploy digital services faster

Rapidly deploy innovations and competitive services and apps.

24%

about data security

Enhance data security

Secure customer information, transaction data and ensure compliance.

HOW RIVERBED CAN HELP RETAIL

	Enhance customer experience	 Monitor user response times and learn to adapt to customer behavior both online and in-store. Increase on-line revenue and reduce abandonment rates.
	Centralize & accelerate operations	 Centrally manage and secure remote branches and simplify your hardware footprint. Enable new services to provide similar in-store and online experience.
	Enhance data security	 Identify and respond to threats both in store and online. Empower your business with fast, secure access to cloud-based resources and applications.
	Deploy digital services faster	 Leverage technology to increase displays, promotions and attract clients with easy opt-in secure Wi-Fi. Create ad-hock check out points reducing POS lines.



Leverage sales and customer data analytics

- Have the right product in the right store, in the right place, at the right price.
- Ensure customers can buy from their preferred channel at any time.

Learn more about the benefits of what Riverbed can do for your business

www.riverbed.com/retail

*Data source: https://www.riverbed.com/document/fpo/Solutions/riverbed-retail-digital-transformation-survey-2018.pdf The Riverbed Retail Digital Transformation Survey 2018 is the result of a custom online survey of retail IT decision makers by Wakefield Research which was completed in January 2018 across three countries: U.S., Australia, and Germany.

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