



Shaping the future of retail with SD-WAN

The enriched data driven customer journey, a growing variety of applications and arrival of IoT is increasing demand on retail networks.



Retail choosing software-defined future

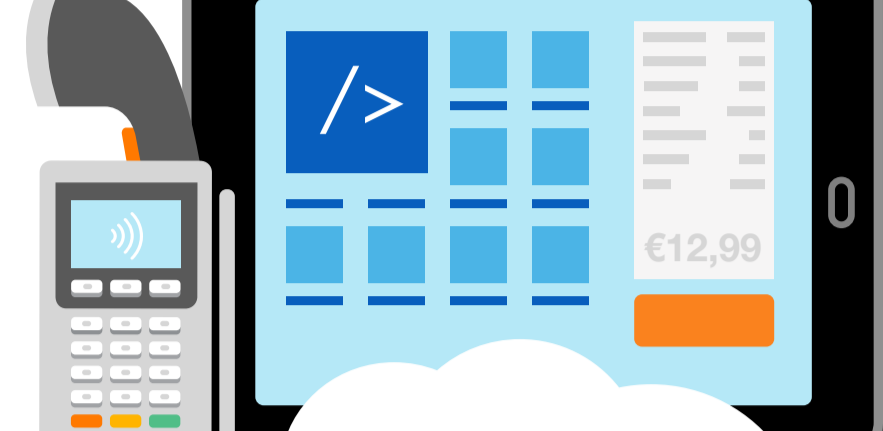
SD-WAN provides the flexibility and agility necessary, while reducing overheads, to meet this transformation challenge head on – satisfying retailers’ ambition to enhance the customer experience.

28%

annual shrinkage in legacy routers through 2020

54%

of enterprises have ongoing live trials of SD-WAN



59%

compound annual growth rate for SD-WAN to 2021

\$10+bn

retail public cloud spending in 2018

11

cloud providers will be used by enterprises on average in 2019, up from nine in 2018

Drivers for SD-WAN

Greater demands than ever are being made on enterprise network infrastructure, with businesses wanting scalability, more agility and resilience, plus better application performance. SD-WAN can provide the solution.

- Simplicity** 79% want to simplify WAN provisioning
- Resilience** 78% want to automate WAN link failure recovery
- Cloud** 74% want to connect into cloud providers data center
- Agility** 71% want to deploy new sites more quickly
- Performance** 71% want to improve application performance
- Reliability** 69% want to virtualize WAN links to improve reliability

SD-WAN retail use cases

SD-WAN’s real value comes in its application to real-world problems. Here are some examples of scenarios in which SD-WAN can create a competitive advantage for retailers, increasing control and centralizing operations.

- Real-time updates**
Retailers need a flexible high-performance network to connect all locations to cloud applications. This will enable real-time price comparisons and stock updates.
- Omnichannel operation**
Shoppers are increasingly using their devices instore, and retailers have to modernize and simplify their networks to provide a seamless customer experience.
- Geographic expansion**
New stores, new locations, new countries can all be added quickly and easily – connecting them to the corporate network over any network, including basic internet connections.
- Innovative applications**
Innovative applications provide a key market differentiator, giving your networks the flexibility to adapt and support the range of applications that are being continually introduced in your stores.

The digital retail experience

Today’s retail customers have high expectations and retailers are under continual pressure to enhance the quality of the customer experience. SD-WAN is ideally suited to the retail industry as it is agile, simplifies branch office networking and ensures applications perform as required.

Greater opportunity for insights

Increase your ability to make use of cloud based analytics and artificial inferences.

Increased agility in security and analysis

Your networks adapt to the needs of the ever growing amounts of data to be securely, reliably transmitted and analyzed.



Real value actions at digital speed

Insights are provided for real-time actions that can be taken in your stores, helping you to improve your relevance and ability to target individuals at the speed of the digital economy.

Necessity for multidimensional networking

High performance WiFi plus in-store technologies such as electronic price tags, mobile PoS, dynamic digital signage, location based marketing and IoT are putting pressure on the retail network. SD-WANs strengths play to these needs.

Choose Orange for flexible SD-WAN

We have been a leader in software-defined networks since launching our Easy Go Network in November 2016.

We offer:

- Network reach
- Security expertise
- Technical partnerships
- Cloud transformation

Download our ebook on SD-WAN here: <https://www.orange-business.com/en/library/ebook/meeting-the-digital-age-with-sd-wan>
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