



Making the connection for retail



Bringing connectivity, the cloud and security together might sound complicated. We're here to help you join the dots.

Retailers have the task of delivering a new type of customer experience post-pandemic. One that inspires on the shop floor and innovates behind the scenes.

Online, brick and mortar, and multichannel retailers must continue to preserve data security, but look to new business capabilities in the cloud. There, opportunities lie in analytics-based merchandising, improved margin management and streamlined shipping models. It's a chance to reinvigorate retail after a lengthy period of lockdowns.

That's why an integrated approach to connectivity, the cloud and security can be a game changer for retail.

Connectivity

Network downtime means losing sales by the second. When shopping is now available 24/7, reliable connectivity is paramount.

Software Defined Networking (SDN) creates a virtual network that allows you and your service provider to deliver and manage connectivity remotely and securely.



The cloud

Say goodbye to one size fits all. A more tailored approach to retail such as website personalisation, geofenced marketing and forecast inventory is fuelling the move to the cloud.

This transition means choosing the right cloud for the job, and having the expertise and services on hand to support migration and management.

Security

90 percent of login attempts on online retailers' websites are made by hackers using stolen data.¹ A successful breach of customers' payment details and credit history could devastate both operations and consumer trust. It's vital for vulnerabilities to be spotted before they're exploited.

With the right protection and controls in place, you can safeguard your data, support compliance and ensure business continuity.



Viewing connectivity, the cloud and security in isolation could hold back your digital transformation efforts. By bringing them together in a unified strategic move, you'll soon see the benefits.

- Risk protection**
Secure your network and cloud services
- Total confidence**
Optimise your applications
- True adaptation**
Manage traffic and enhance productivity
- Real scalability**
Prioritise visibility and agility for growth
- Simplified management**
Time and cost savings make life easier

A joined-up approach creates an IT environment that's ready to respond to change fast

See what's possible in retail

Maintain secure communications

Boost customer confidence in your data security, satisfying compliance requirements as well providing peace of mind.

How?

Vodafone's partnership with Accenture provides cutting edge security solutions in the cloud. Intrusion detection and prevention at the network edge prevents threats invading your network.

Plus, secure cloud applications with identity management enable staff to work securely with Zscaler Internet Access and private access solutions.



Manage peak workloads

Be prepared for the seasonality of retail and intense shopping periods that can put extreme pressure on your operations, however much you plan ahead.

How?

Use the cloud to scale up your usage to cover customer interactions during peak times and, unlike expensive in-house data centres, you only pay for what you use.

Application management and multiple access paths means you can balance traffic load and customer priorities. SDN also gives insight and control of how your network is being used, allowing you to flex as and when you need.

Make your remote call centres safer

Ensure call centres transitioned to a work-from-home model have the necessary rigour and security as on-premise solutions.

How?

Using the cloud allows organisations to store and access information via established and trusted networks. The 4G network provides back-up connectivity too for your remote agents to stay connected.

You can also prioritise Cloud Apps and data traffic across the network for superior customer handling.



Introducing SDN and Cloud & Security from Vodafone Business

SDN

Bring new levels of intelligence, visibility and control to the local and wide area network.

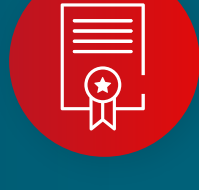
- Customise the network for different sites
- Prioritise traffic and applications on the best performing network paths
- Have more control of the network with our self-serve portal

Cloud & Security

Enable the seamless, secure flow of data between your people, places and devices.

- Establish a flexible, scalable cloud environment
- De-risk your cloud strategy
- Make cloud management simpler and more effective

Why Vodafone?



The UK's best network
Voted by readers of Trusted Reviews*



Super secure
We have successful partnerships with market leading security organisations



Range of solutions
We have a tailored portfolio of cloud, network, edge, IoT and security solutions



Connectivity specialist
We have Europe's largest 5G network* and carry about a fifth of the world's internet traffic



Market leader
A recognised leader in SDN services by Forrester Wave 2020 and Gartner Magic Quadrant for Managed Network Services, 2021



Single point of contact
We keep operations in-house to help you get going faster



Quality cloud connections
We have over 30 Terabits per second (TBps) of private peering connections to more than 200 content cloud providers

Realise the potential of SDN and Cloud & Security

Want to supercharge your transformation and know more about bringing SDN and Cloud & Security together?

Contact your account manager, or visit vodafone.co.uk/business



1. <https://www.retailtimes.co.uk/online-retailers-could-lose-5-8m-through-cyberattacks-new-research-shows/>
* Vodafone received 59.88% of the votes for the "Best Network Provider" category vs competitors, by readers of Trusted Reviews who voted in the Mobile poll. As of October 2020. 1 as of 18th Jan 2021.