Extreme® networks

EXTREME RETAIL SOLUTIONS

GUIDEBOOK

Introduction

Consumers' expectations for in-store experiences have dramatically changed post-pandemic and shoppers are demanding faster, safer, contact-free shopping experiences. They are more aware of how they interact with stores at which they shop, looking to enhanced product visibility, streamlined checkout, and a full range of curbside and delivery options beyond the four physical walls.

There is also an expectation that the in-store experience and product prices should match or go beyond the online experience, straining existing capabilities that are challenging physical retail conventions. In short, consumers are demanding digital experiences at every touchpoint. And those touchpoints must be secure.

This solution guide will demonstrate how retail organizations can leverage the network to tackle transformational projects, reduce operational costs, and deliver exceptional consumer experiences, all in a secure environment.

Extreme Solutions for Retail

The retail sector is facing unprecedented pressures to remain profitable and beat the competition, which is increasingly digital. By analyzing third-party research and collecting real-world feedback from our global customer base, we have identified three key challenges retailers face and the business outcomes that are achievable by successfully navigating this competitive landscape.

1. **Demand for Digital Experiences**: Demand for digital experiences delivered across all channels is now table stakes. Studies show that customer experience — not product — is now the main differentiator for brands.

2. **Increasing Labor Costs and Staff Shortages**: Labor shortages and costs are negatively affecting productivity, employee morale, and the bottom line. A recent survey found that 87% of retail leaders are worried about talent shortages. Retailers are turning to technology to help optimize and automate processes.

3. **Ongoing Cybersecurity Threats**: Retail organizations continue to be lucrative targets for cybercriminals looking to collect payment card data, ranking first in the 2023 Verizon Data Breach Investigation Report on Retail.

The top challenges faced in the retail industry today can best be described within the following three use cases. This section of the guide also introduces the Extreme solutions that address these use cases.

Use Cases

- Improve In-Store Digital Experiences
- Make Retail Operations More Efficient
- Strengthen Retail Sites and Shopper Data Protection

Featured Elements

- **IT-Driven-Retail Use Cases**
  - Improved Digital Experiences
  - Make Retail Operations More Efficient
  - Strengthen Retail Sites and Shopper Data Protection
- **Retail Customer's Speak Out**
- **IT Network Solutions for Smart Retail**

About Extreme Networks

Extreme Networks, Inc. is a leader in cloud networking focused on delivering services that connect devices, applications, and people in new ways. We push the boundaries of technology leveraging the powers of machine learning, artificial intelligence, analytics, and automation. 50,000 customers globally trust our end-to-end, cloud-driven networking solutions and rely on our top-rated services and support to accelerate their digital transformation efforts and deliver progress like never before.

Learn More

Improve In-Store Digital Experiences

The network can help retailers meet the ever-increasing demand for digital experiences. Deloitte's 2023 retail industry outlook has redefined the sales footprint as "everywhere." Whatever tactic they take, retailers should ensure a fast, simple, and seamless digital experience taking advantage of ubiquitous smartphone use.

Smartphone shopping has become the norm for today's buyers in fact 82% of consumers check their smartphones in the store before purchasing something. And half of the customers say they're comfortable making a large purchase in a store if Wi-Fi is available. Thus, Wi-Fi adds immense value for shoppers and directly influences whether many of them will buy. But that value isn't realized unless the Wi-Fi experience is seamless. People don't want to deal with slow loading times or failing captive portals just to look up a product or use the internet for other reasons while they shop.

Extreme Solution

Extreme Networks can help retailers drive brand affinity, gain market share, and increase basket size through cloud networking.

Universal Wireless provides always-on access from any device to business-critical applications, allowing shoppers and associates to reliably connect to Wi-Fi.

ExtremeCloud™ IQ enables location insights to personalize customer engagement and asset tracking.

SD-WAN provides the best possible experience for business-critical applications in the cloud or data center.

> ❝ **Savers, the Largest Thrift Store Chain in North America Selects Wireless Retail Solution from Extreme**
>
> *"We have confidence Extreme's retail features and access points with integrated Bluetooth will help propel our business to the next level and stay ahead of what our customers want. Understanding fully what Wi-Fi means to our customers, and how we can best serve them in the near future, will enable us to make shopping at Savers the best it can be."*
>
> **CHARLES BLAIR, IT INFRASTRUCTURE MANAGER, SAVERS**

Make Retail Operations More Efficient

Most of the retail sector operates on thin margins with competition around every corner. Enhancing the productivity of all employees, front-line associates, and IT staff is critical to survival. They are turning to automation and simpler management of in-store technology to help achieve productivity enhancements. This is equally true for the staff and critical operations of retail's back of house locations, like distribution centers, fulfillment sites, and warehouses. In fact, according to Retail Customer Experience, retailers are expected to have 70% of routine tasks automated by 2025 and are prioritizing tech investments that will boost operational efficiency which will lead to reduced costs and higher profits.

Automation, according to the study, will give retailers greater opportunity to focus store associates on customer-facing and more high-value tasks, as well as increased support to business operations.

But such efforts will also put a retail's network capabilities to a big test — cloud applications and increased use of devices in associates' hands means the network needs to be able to support additional traffic. A key reason—is store-level staffing — from hiring and training associates to recognizing, rewarding, and retaining them.

A recent Retail TouchPoints Store Operations Benchmark Survey concluded 70% of retailers said hiring/retaining associates was the top challenge. It is no wonder that overall store operations budgets rose for 57% of respondents, a renewed recognition of the importance of the brick-and-mortar store in the post-pandemic era.

Extreme Solution

Extreme Networks can help retailers enhance productivity across the workforce by enabling infinitely distributed networks.

Universal Wired and Wireless reduces risk and simplifies operations across stores and warehouses.

Unified management of wired, wireless, SD-WAN, third-party and IoT devices simplifies operations.

ExtremeCloud IQ CoPilot delivers AIOps capabilities, empowering IT with proactive insights and faster problem resolution.

Extreme Fabric unifies, automates and secures the network from the data center to the store and warehouse.

> ❝ **AS Colour Deploys Extreme Cloud-Enabled Wi-Fi 6 Infrastructure to Drive Operational Efficiencies and Competitive Advantage**
>
> *"Rather than wait for issues to arise, or expect our warehouse staff to tell us if they are having problems with the network, now our IT team has complete visibility of each access point across our entire global operations from a single pane-of-glass dashboard. These insights give us increased visibility, flexibility, and scalability across our IT network our business."*
>
> **LAWRENCE RAILTON, MANAGING DIRECTOR, AS COLOUR**

Strengthen Retail Sites and Shopper Data Protection

The retail sector attracts cybercriminals because it processes and handles large amounts of personal data and financial information. The complexity of physical stores combined with e-commerce sites creates opportunities for cybercriminals due to the mix of technologies, including cloud-based services.

According to a recent Trend Micro report, 71% of retail IT and business leaders are concerned with the size of their digital attack surface. Over a quarter (27%) say they're "very concerned" and 40% argue that the attack surface is spiraling out of control. And Sophos reported that retail has one of the highest rates of ransomware attacks: 77% of retail organizations were hit by ransomware in 2021, up from 44% in 2020.

Aside from attacks, legal issues can arise if shopper data is compromised. In Europe, GDPR holds all organizations responsible for the use of data. In the US, The California Consumer Privacy Act (CCPA) gives consumers more control over the personal information that businesses collect about them.

Extreme Solution

Extreme Networks help retailers protect store and shopper information and improve compliance by connecting people, data, and applications securely and at scale.

Wired, wireless and SD-WAN devices connected by Extreme Fabric enable a unified, secure, and automated network.

ExtremeCloud IQ is secure by design: ISO 27001/ 27701/27017 and CSA-STAR certified, SOC 2 and GDPR compliance.

Extreme Fabric unifies, automates and secures the network from the data center to the store and warehouse.

SD-WAN enables secure access to business-critical applications in the data center or cloud.

> ❝ **Colruyt Optimizes Business Operations and Customer Experience with ExtremeCloud IQ**
>
> *"We have been making use of Extreme's technology for many years. The intuitive cloud platform will support our experts in managing our wireless environment and provide a stable and performant wireless solution forour business."*
>
> **WILM PLETINCKX, HEAD OF IT INFRASTRUCTURE, COLRUYT GROUP**

Savers

Savers is the largest for-profit thrift store chain in North America and is a global organization. The company operates more than 300 retail locations under the store names Savers, Value Village, Village des Valeurs in Canada, and Savers Australia. Savers was founded in 1954, and partners with more than 150 charities to collect, deliver and resell donated items, paying these non-profit organizations for all collected goods. Aside from its retail success, Savers also contributes to a greater social and environmental impact as one of the largest used textile recyclers in the world improving lives through the power of reuse, creating another life and use for items and keeping millions of pounds of stuff out of landfills. integrated health system located in Illinois and Michigan. Dedicated to innovation and digital transformation to improve the lives of their patients, the organization consists of 13 acute care facilities and two colleges of nursing, as well as a robust physician organization.

> *"There is always someone who has the ability to build a better mousetrap. Now Savers team members in our retail locations have the flexibility to brainstorm ways for increased productivity and can move workstation configurations without additional cost."*

CHARLES BLAIR, IT INFRASTRUCTURE MANAGER, SAVERS

Challenges

- Modernize wireless network operations across corporate and retail store locations globally
- Determine retail solution for greater mobile customer interaction
- Future-proof Wi-Fi network as technology and customer requirements evolve
- Identify cloud Wi-Fi solution with ease-of-installation and intuitive network management.

Results

- Installation of over 10,000 Extreme Wireless Wi-Fi 6 APs guarantees seamless mobile experience
- Connectivity for thousands of end users and their devices in shops, offices, and warehouses
- Insight and analytics of wireless network

Solution Components

Universal Wired and Wireless Access | ExtremeCloud™ IQ

Colruyt Group

Colruyt Group, one of the largest retailers in Belgium, Luxembourg, and France, operates more than 600 stores ranging from supermarkets to gas stations to apparel. The company is also a supplier of products to hundreds of independent retailers across Western Europe. Colruyt maintains a significant e-commerce presence across Europe, and its subsidiaries include more than 40 consumer and business brands.

> *"We have been making use of Extreme's technology for many years. The intuitive cloud platform will support our experts in managing our wireless environment and provide a stable and performant wireless solution for our business."*

WILM PLETINCKX, HEAD OF IT INFRASTRUCTURE, COLRUYT GROUP

Challenges
- Scalable network that grows alongside business growth
- Increased bandwidth and capacity for increasing number of connected devices
- Better insight into network performance and analytics for actionable data

Results
- Installation of over 10,000 Extreme Wireless Wi-Fi 6 APs guarantees seamless mobile experience
- Connectivity for thousands of end users and their devices in shops, offices, and warehouses
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Solution Components
ExtremeCloud IQ | Universal Wireless Access

Why Extreme Networks in Retail? Purpose-Built Solutions to Meet Today's Digital Demand

Stay focused on your business objectives and outcomes with these innovative networking solutions from Extreme Networks. Elements like advanced Wi-Fi and unified fabric help retailers simplify operations and reduce risk. Our purpose-built solutions are designed and delivered to meet your specific business and technology needs, and the unique characteristics of your retail/ logistics environments.

Universal Wired and Wireless Access: To provide customers investment protection, Extreme pioneered universal for wired and wireless which support multiple use cases by leveraging dual operating systems / personas from a single platform. In addition, these can be either cloud- or controller-managed.

Network Fabric: To unify, automate, and secure the network from campus, data center, to branch, Extreme built an industry-leading, standards-based network fabric that has become the most widely deployed – with more than 5,000 across customer networks today. Auto provisioning streamlines deployments and operations, and inherently protects unsecured devices and minimizes risk for an outside attack.

Universal Cloud: ExtremeCloud IQ, our one cloud infrastructure, is built for scale and security. With 21 global points of presence and a proven track record for uptime, customers have a choice of public cloud providers – AWS, Microsoft Azure, Google Cloud Platform. This is in addition to hybrid or private cloud hosting options. For data privacy and protection, we are the only cloud networking vendor with ISO, CSA-STAR certifications, SOC2 and GDPR compliance.

Network Security: integrated security solutions that reduce risk and simplify operations through a layered approach to network security; our applications and hardware platforms work in concert to enhance security for users, applications, and networks - including Universal ZTNA for seamless network access; security for wireless, wired, and SD-WAN, and more.

SD-WAN: ExtremeCloud SD-WAN is pre-integrated with Fabric to extend services securely across all of a customer's sites; it comes with granular application performance management and visibility to better understand end user experience It also features intuitive user interfaces as part of a unified wired and wireless management solution.

Third-party management: Extreme also provides management of third-party networking and IoT devices including Cisco, HPE, Juniper, Zebra handheld scanners, and many more. The same cloud enables centralized visibility and simple migration to Extreme solutions when the customer is ready to replace legacy third-party hardware.

Essential Applications: We offer an entire suite of cloud applications, including previously-mentioned network management and security, but retailers can also utilize: applications for guest access and delivery of value-added services; network usage insights with AIOps and explainable ML insights; contextual, location-based analytics.

Extreme Networks helps retailers drive the pivotal outcomes of:

- Increasing IT productivity by making the network easier to deploy and manage
- Reducing OpEx providing investment protection and simple migration from existing to new technologies
- Securing the business through capabilities layered through the network which protect users, devices, and data

Take your retail business to the next level with smarter IT solutions for your organization. **Watch a demo now**