

# Cloud-Driven Networking for Retail



## Retail Solutions

Today's retail brands and their environments must meet the dramatically changing business challenges and customer expectations by:

- Ensuring customer health and safety
- Enhancing the in-store experience
- Maintaining critical business uptime
- Optimizing operations and staff
- Protecting the brand

Extreme Networks delivers end-to-end, cloud-driven networking solutions and top-rated services and support to advance retail digital transformation efforts and fuel safe, personalized customer engagement like never before.

## Five Ways to Advance Your Retail Experience with Extreme Networks

1

### Connectivity

Reliable, secure coverage and capacity in the most challenging and risk-sensitive RF environments with latest Wi-Fi 6 hardware.

2

### Flexibility

ExtremeCloud IQ equips retailers with the flexibility to choose private, public, or on-prem deployment options. Cloud agnostic, the platform features dedicated non-AWS RDCs.

3

### Agility

Brings speed and innovation to retailers with the continuous delivery of new features and capabilities; implement and enforce updates in days, not weeks, and seamlessly turn on and configure new installs. The platform scales elastically as the business grows, without compromising response time or service quality.

4

### Intelligence

End-to-end visibility and control of the network, including wireless, wired, and SD-WAN. Comparative performance and insights between connected sites, with built-in AI/ML.

5

### Security

4th generation ISO27001-certified cloud technology, with role-based policies for user, device, and application network access and privileges. Segregate internal and guest traffic without added infrastructure. Integrated compliance checks and maintenance to meet GDPR and PCI standards.



### Wi-Fi Connectivity

- Wi-Fi 6 Certified
- Cloud-Enabled
- Connect all Users, Devices, IoT



### Network Switching

- PoE Switching
- Cloud-Managed
- Robust and Flexible Hardware



### Secure Cloud Platform

- 4th Generation Technology
- Purpose-Built Retail Analytics
- Scalable Network Management