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# Digital Performance Solutions for Retail

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Digital transformation is disrupting business models across all industries, especially retail, which has been at the forefront of digital transformation for more than a decade. The model, reliant on a physical store for customer interaction and transaction, has transformed into one that blends the digital and physical worlds into an omni-channel environment—the ultimate goal to deliver a seamless customer experience.

Traditional retailers are constantly evaluating the viability of physical stores in many locations while simultaneously attempting to create new customer channels. They are embracing online channels while attempting to maximize the value of bricks and mortar stores.

Online sales are increasing often at the expense of in-store revenue. Yet online retailers struggle to differentiate themselves from other competitors with new features rather than simple fulfillment and price.

For many retailers, this means investment in delivering products and services across many channels; stores, online, social and mobile, with an emphasis on investing in streamlining and optimizing the customer journey.

## The Business Challenge

Customers expect a seamless always-on experience across all available shopping channels. They frequently and primarily use a mobile device to make purchases from anywhere. Retailers are struggling to increase customer traffic and revenues in physical outlets while competing with online-only retailers and their lower overhead. Furthermore, customers are increasingly seeking advice on product selection from diverse sources transforming retailers from advisors to fulfillment engines. Consumers first determine what they want to buy, then they read user reviews, and then they seek out multiple retailers, where they often make their choice based on the lowest cost, fastest delivery options, and convenience.

While there is large growth in ecommerce, the IT budgets of retail companies continue to trend towards a focus on functional essentials at existing scale because of thin margins, rising costs of human capital, fuel, and commodity prices. Therefore, future IT capabilities take a back seat to the primary functionality of the business.

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Finding a budgetary balance and showing a rapid ROI through optimization and efficiencies, while speaking to the power of customer experience, and application performance enhancement are potential paths into multi billion dollars per year markets.

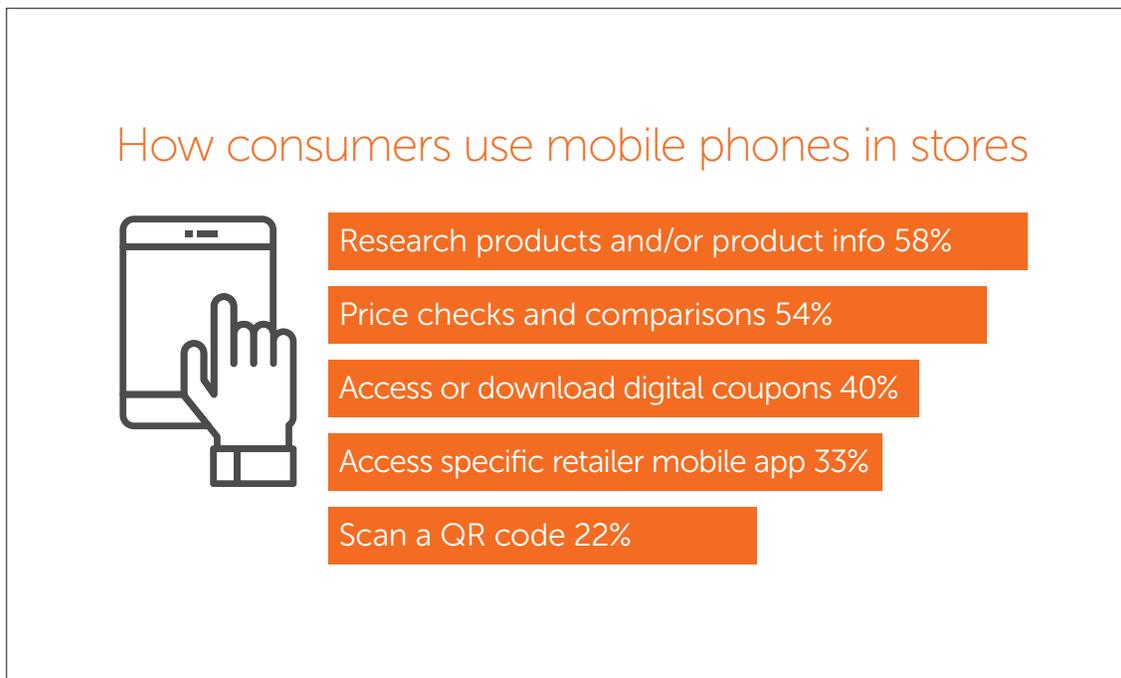
The omni-channel environment requires technology that enhances the customer buying experience and simultaneously showcases products and services. Consequently, rapid response to change is needed, particularly because bigger players struggle to be agile in order to adapt to change.

For some retailers steady, online growth leads to additional sales in brick and mortar stores. As online sales grow, many retailers may feel compelled to spend heavily on new digital capabilities, websites,

mobile, and web apps. Thus, the shift to omni-channel may result in higher costs and falling net margins. In the meantime, consumers demand full visibility into inventory and pricing.

A variety of drivers directly impact this transformation:

- Enhanced customer experience
- Controlled complexity and delivery of a seamless customer experience from digital to in-store
- Reduced security incidents and threats
- Leveraged sales and customer data analytics
- Optimized operations & inventory management



**Figure 1** How consumers use mobile phones in stores

(Data Source: <https://www.retaildive.com/news/how-shoppers-use-their-smartphones-in-stores/444147/>)

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## Solution

Riverbed helps retailers rethink what is possible in the age of digital transformation. Our solutions unlock the full power of digital business, maximize business performance, and improve end-user experience.

Built on Riverbed's integrated and unified Digital Performance Platform, Riverbed solutions are designed to unify performance visibility from end-user device to the application stack, optimize application performance and end-user experience, streamline edge IT operations, simplify Wide Area Networking, and intelligently manage user and device connectivity. Retail organizations use these capabilities, applied to their unique environments, in order to ensure high quality digital experiences for their customers, reduce operating costs, and better leverage cloud infrastructure.

By optimizing online and in-store channels, retail IT can deliver competitive advantage to the business by improving performance, reliability, visibility, and security in store and online. This will enable a seamless experience for customers while reducing capital and operational costs coupled with rapid deployment of services.

### Rapid Deployment of Digital Services

The ability to develop a faster, more agile and secure network enables the delivery of new services securely, and ensures a superior customer experience. These can include services and applications for both customers and employees. The typical retail shopper wants fast information in an in-store context. This in turn has an impact on the need to empower your staff with the proper tools and resources. One key benefit is reduced overall systems complexity making rapid expansion of retail locations and deployment of pop-up stores considerably simpler. The addition of Riverbed Xirrus Wi-Fi enhances productivity for enterprise mobility applications on laptops, remote desktops, tablets, and people on the go and at the same time removes bottlenecks.

### Boost In-Store Profits

When using Riverbed solutions you will centrally manage and secure remote branches, simplify your hardware footprint with converged infrastructure and in turn ensure remote branches have the same or better level of service. Consequently, operational and capital costs to open and run each store are reduced also offering the opportunity for new services, which can deliver a similar in-store, and online experience for the customer. Another benefit is higher transaction speed and better security for both traditional and mobile POS. When digital technology is adopted using Riverbed solutions, you can ensure that you have the right product in the right store, at the right location and price. Incorrect inventory or a lack of inventory costs sales. You can also take advantage of promotional activities by standing up a temporary store (POP Up Store) with complete systems while using reliable and secure connections to create temporary check out points reducing POS lines.

### Improve Customer Shopping Experience

Riverbed retail solutions allow you to monitor in-store customer behavior and tailor their experience to maximize profit by delivering timely in-store customer offers increasing store revenue and reducing store inventory levels. This in turn increases client satisfaction, retention, and can lead to increased basket size and additional sales. New innovations and competitive services can be rapidly deployed in response to customer behavior and demand. Access to behavioral data coupled with the knowledge of customer shopping history, not only will ensure the quality of customer experience and satisfaction, but will also enable you to proactively resolve issues and improve services quickly—whether they are due to the application, network, or user device.

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## Outcome

**Tire Rack** adopted a campus Wi-Fi with full coverage and roaming using Xirrus high density wireless together with the management system for central monitoring, management, and accelerated web services and file transfer. As a result, productivity improved and new telemetry options were adopted resulting in high bandwidth and a reduction of access point and simple central management. The coverage was also easily extended to Tire Rack events and test tracks. <https://www.riverbed.com/document/fpo/xirrus/xirrus-case-study-tire-rack.pdf>.

**AKI** a DIY distribution company in Portugal and Spain, needed to improve their loyalty program. By adopting Riverbed® SteelHead™ WAN optimization, accelerated web services, and file transfer AKI boosted their end user experience, reduced order processing time to specs—eliminating the need for manual intervention—and reduced their WAN bandwidth costs by 50 percent. <https://www.riverbed.com/customer-stories/aki.html>.

**Southeastern Grocers** used Riverbed® SteelCentral™ to orchestrate their customer loyalty program. Prior to adopting the solution the loyalty program suffered from delayed delivery of codes to the extent that voucher codes were delivered after expiration or after the customer had left the store. The solution identified application and infrastructure issues. Having addressed the bottlenecks the services performances reached desired levels and new issues were easily identified and resolved before any service interruption. <https://www.riverbed.com/customer-stories/Southeastern-Grocers-supports-over-750-grocery-stores-throughout-7-southeastern-states.html>.

## Learn More

Riverbed delivers industry-leading unified performance monitoring from applications, to infrastructure, networks and end-user experience. Learn more about Riverbed retail solutions at <https://www.riverbed.com/solutions/industry/retail.html> and services at [www.riverbed.com/services](http://www.riverbed.com/services).

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### About Riverbed

Riverbed®, The Digital Performance Company™, enables organizations to maximize digital performance across every aspect of their business, allowing customers to rethink possible. Riverbed's unified and integrated Digital Performance Platform™ brings together a powerful combination of Digital Experience, Cloud Networking and Cloud Edge solutions that provides a modern IT architecture for the digital enterprise, delivering new levels of operational agility and dramatically accelerating business performance and outcomes. At more than \$1 billion in annual revenue, Riverbed's 30,000+ customers include 98% of the *Fortune* 100 and 100% of the *Forbes* Global 100. Learn more at [riverbed.com](http://riverbed.com).

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