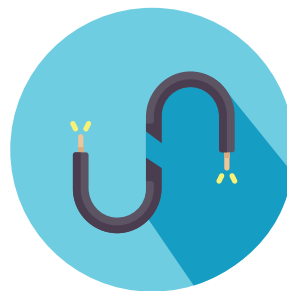## ENSURE A RELIABLE, RESILIENT RETAIL NETWORK

Retail network downtime can lead to decreased sales, a diminished brand reputation and poor customer retention. From price adjustments and tracking inventory to surveillance footage and smart dressing rooms, retailers are using edge computing to streamline operations and maximize the value of each store.

To ensure that digital and physical components are seamlessly integrated, retailers must push more assets to the edge to host these applications. Moving to the edge allows retailers to improve logistics, ensure compliance and reduce costs – however as more data is shared through these networks, downtime can have a bigger impact.
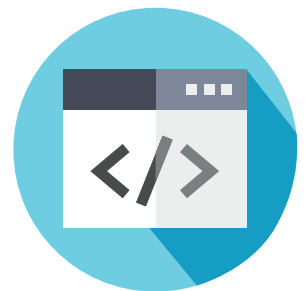
OUTAGES CAN BE CAUSED IN A VARIETY OF WAYS WHICH INCLUDE:

ISP Carrier Issue Fiber Cut Human Error

DURING AN OUTAGE:
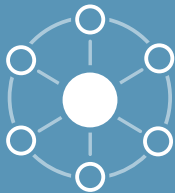
72%
of retailers lose sales

82%
of retailers believe customers have a negative experience

61%
of retailers can't process credit cards

THE OPENGEAR SOLUTION:

Retailers rely on constant connectivity to ensure business continuity. Choose Opengear *Smart* Out-of-Band to maximize your network availability.

Network Resilience
Maximize uptime at every retail location with *Smart* Out-of-Band (*Smart* OOB™) and Failover to Cellular™. Providing an alternative path to devices outside of the production network, administrators are able to monitor and manage infrastructure without impacting operations.

Enterprise-Grade Security
Ensure the most stringent security and encryption requirements are met with *Smart* OOB. Providing the ability to monitor and access retail networks securely, administrators are able to ensure management policies are continually enforced.

Secure Provisioning
Provision new stores with the NetOps Secure Provisioning Module. From configuration management and disaster recovery to initial setup and provisioning, everything is able to be automated from one location.

Always-On Connectivity
Maintain visibility of the entire network during an outage with Failover to Cellular. By restoring WAN connectivity without manual intervention, stores can continue to operate while issues are identified and resolved quickly.
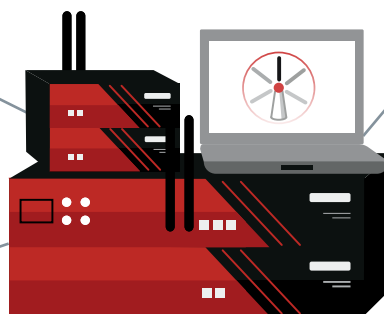
EXTEND YOUR REACH FROM THE CORE TO THE EDGE

EDGE
Ensure uptime at branches and remote retail sites

- Resilience Gateway
- NetOps Secure Provisioning

CENTRAL MANAGEMENT
Get a clear view across your entire retail network

- Lighthouse Software

CORE
Streamline remote management in data centers

- IM7200
- NetOps Automation Platform

MORE INFO
To learn more about how Opengear solutions can help you maintain always-on access to your retail networks visit:
https://opengear.com/retail

NEVER LOSE A SALE AGAIN WITH OPENGEAR - IT MAKES PERFECT SENSE