



# Shaping the future of retail with SD-WAN

The enriched data driven customer journey, a growing variety of applications and arrival of IoT is increasing demand on retail networks.



## Retail choosing software-defined future

SD-WAN provides the flexibility and agility necessary, while reducing overheads, to meet this transformation challenge head on – satisfying retailers’ ambition to enhance the customer experience.

**28%**

annual shrinkage in legacy routers through 2020



**54%**

of enterprises have ongoing live trials of SD-WAN



**59%**

compound annual growth rate for SD-WAN to 2021

**\$10+bn**

retail public cloud spending in 2018

**11**

cloud providers will be used by enterprises on average in 2019, up from nine in 2018

## Drivers for SD-WAN

Greater demands than ever are being made on enterprise network infrastructure, with businesses wanting scalability, more agility and resilience, plus better application performance. SD-WAN can provide the solution.

- Simplicity** **79%** want to simplify WAN provisioning
- Resilience** **78%** want to automate WAN link failure recovery
- Cloud** **74%** want to connect into cloud providers data center
- Agility** **71%** want to deploy new sites more quickly
- Performance** **71%** want to improve application performance
- Reliability** **69%** want to virtualize WAN links to improve reliability

## SD-WAN retail use cases

SD-WAN’s real value comes in its application to real-world problems. Here are some examples of scenarios in which SD-WAN can create a competitive advantage for retailers, increasing control and centralizing operations.

- Real-time updates**  
Retailers need a flexible high-performance network to connect all locations to cloud applications. This will enable real-time price comparisons and stock updates.
- Omnichannel operation**  
Shoppers are increasingly using their devices instore, and retailers have to modernize and simplify their networks to provide a seamless customer experience.
- Geographic expansion**  
New stores, new locations, new countries can all be added quickly and easily – connecting them to the corporate network over any network, including basic internet connections.
- Innovative applications**  
Innovative applications provide a key market differentiator, giving your networks the flexibility to adapt and support the range of applications that are being continually introduced in your stores.

## The digital retail experience

Today’s retail customers have high expectations and retailers are under continual pressure to enhance the quality of the customer experience. SD-WAN is ideally suited to the retail industry as it is agile, simplifies branch office networking and ensures applications perform as required.

- Greater opportunity for insights**  
Increase your ability to make use of cloud based analytics and artificial inferences.
- Increased agility in security and analysis**  
Your networks adapt to the needs of the ever growing amounts of data to be securely, reliably transmitted and analyzed.



**Real value actions at digital speed**

Insights are provided for real-time actions that can be taken in your stores, helping you to improve your relevance and ability to target individuals at the speed of the digital economy.

**Necessity for multidimensional networking**

High performance WiFi plus in-store technologies such as electronic price tags, mobile PoS, dynamic digital signage, location based marketing and IoT are putting pressure on the retail network. SD-WANs strengths play to these needs.

## Choose Orange for flexible SD-WAN

We have been a leader in software-defined networks since launching our Easy Go Network in November 2016.

We offer:

- Network reach**
- Security expertise**
- Technical partnerships**
- Cloud transformation**

Download our ebook on SD-WAN here: <https://www.orange-business.com/en/library/ebook/meeting-the-digital-age-with-sd-wan>

and find out about all our connectivity services here: <https://www.orange-business.com/en/solutions/connectivity>



Sources: Gartner, IHS Markit, IDC, IMAA