

# A simpler connectivity solution for retail

Use case

Learn how Verizon Internet Dedicated Services with Cisco Meraki and 4G LTE backup provides reliable connectivity to help retailers deliver excellent customer service and stay competitive.



## Challenges

Today's retail environment is fiercely competitive. Traditional retailers, in particular, find it challenging to compete with online-only businesses that can offer vast product selection without the overhead expenses of brick-and-mortar stores.

To thrive in this environment, retailers must provide brand-differentiating customer service—for instance, by offering immersive experiences, personalization, fast checkouts, self-service options and customer Wi-Fi access.

To optimize store layouts and tailor products to meet customer expectations, stores need high-quality data from multiple sources. At the same time, retailers require strong network security to protect shoppers' sensitive data from cyberthreats.

For all those reasons, retailers can't afford poor internet connectivity. But a complex network requiring multiple solutions and platforms and dedicated staff can be costly and frustrating to use.



## Solution

Verizon Internet Dedicated Services with Cisco® Meraki® and 4G LTE backup can help. The networking and security solution is easy to manage, reliable and cost-effective.

The key components work together to provide a complete solution:

- Verizon Internet Dedicated Services gives retailers an always-on, dedicated connection with quality of service (QoS) to prioritize key applications, robust service-level agreements (SLAs) and optimized speeds up to 400 Mbps
- Meraki offers the latest network routing hardware and software-defined wide area network (SD-WAN) connectivity, easily managed through a cloud-based dashboard and protected by state-of-the-art Meraki MX Unified Threat Management security
- 4G LTE backup provides automatic failover backup on the nation's most reliable 4G LTE network<sup>1</sup>
- Installation, technical support and concierge service from Verizon Care make using the solution easy



## Benefits

Verizon Internet Dedicated Services with Meraki and 4G LTE backup gives retailers the connectivity they need to process payments and collect valuable customer data—all to better provide the products and experiences customers want. It can help them do the following:

- Deliver personalized customer experiences and efficient service with consistent, reliable network connectivity
- Collect data on customer preferences and behavior to optimize their business and provide better service
- Focus fewer resources on networking issues and focus more on customers
- Protect customer data and business networks from cyberthreats
- Keep premises secure and collect data on foot traffic, dwell time and similar metrics with Meraki cameras optimized for retail
- Improve decision-making about everything from merchandising to staffing, with rich analytics that provide insights into customer activity and purchasing behavior
- Increase customer engagement and loyalty with access to near real-time information across sites

## Learn more >

Give us a call at 800.305.4704 or request a contact.

