

# DIGITAL TRANSFORMATION

Optimized user experience and application performance

New age digital transformation requires:

 NETWORK CONNECTIVITY

 REAL-TIME DATA FLOW

 USER EXPERIENCE AND APPLICATION PERFORMANCE

## Key trends across retail


“Most enterprises define a minimum performance standard for business applications”

Growth in employee devices

Increased cloud based apps

Increased consumer devices

leading to



Wi-Fi & WAN updates

Network capacity optimization

## Major business challenges that 21st century networks are solving in retail



#1 Challenge:  
Not meeting “customer expectation” is a major challenge in executing digital transformation programs

Actions to be taken  
Retailers can enhance customer experience and satisfaction through inventory management & point of sale system application performance optimization

67%

Gen Z likes shopping in physical stores



74%



retailers cite the network as an impediment to an effective user experience

90%

agree that certain applications are more critical and require bandwidth prioritization



Being aware of the fact that technological advances are shaping and re-shaping customer expectations, retailers need to think of digital transformation initiatives in terms of clearly defined user experiences both in-store and online

## TOP 5

APPLICATIONS in terms of business criticality that have greatest impact from network optimization tools



28%

Inventory management system



28%

Point of sale system



27%

Guest Wi-fi



25%

Workforce management



22%

Data analytics / real-time data apps

\* Percentage indicates people who considers it as the most critical app/system