



PROTECTING

# APPLICATION PERFORMANCE FOR THE NEW AGE IN-STORE RETAIL EXPERIENCE

Rebooting In-Store Customer Experience is a Must to Drive Foot Traffic and Conversions...

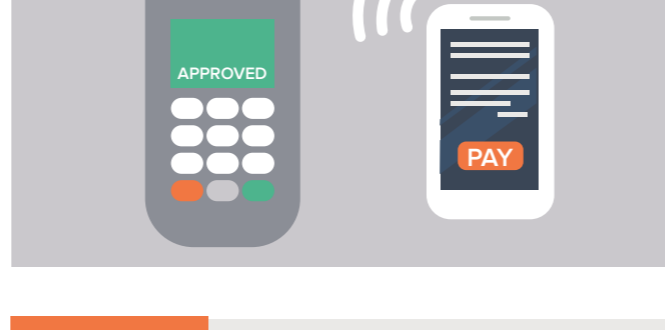


Mobile as **salesperson**



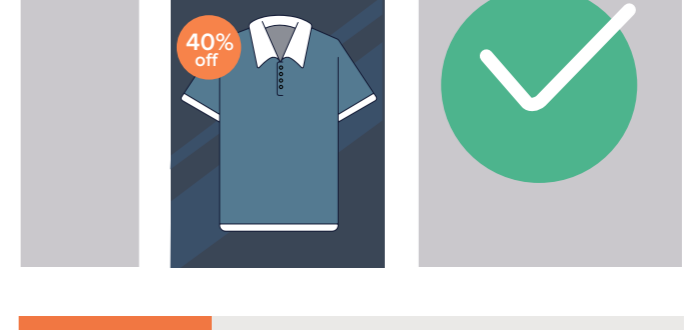
**95%**  
Shoppers want to be left alone while shopping, unless and until they need a salesperson's help

Mobile as **wallet**

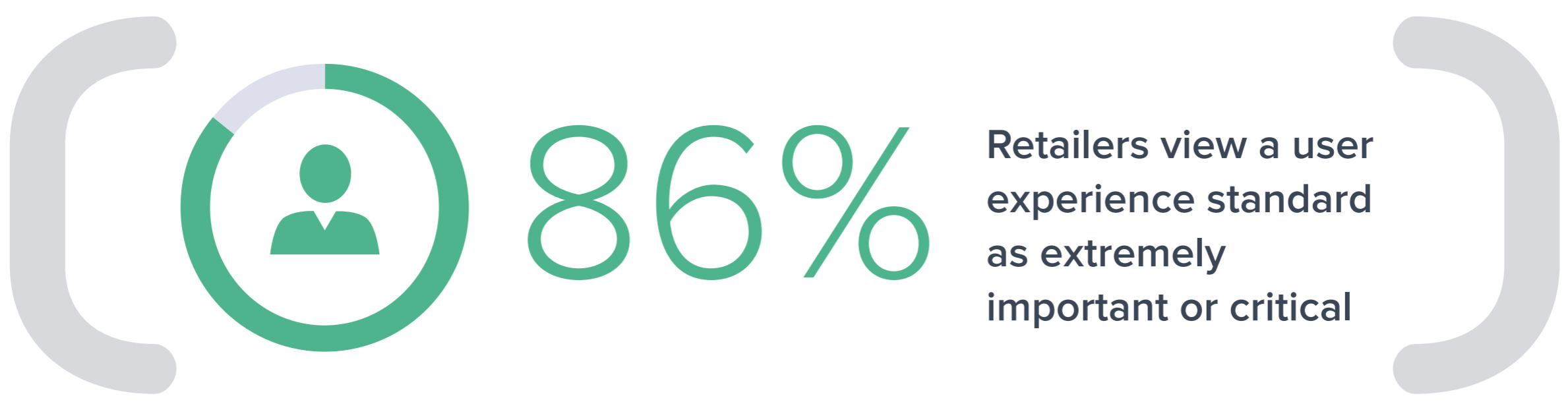


**30%**  
Shoppers report that being able to pay for a purchase from anywhere in the store was important

Mobile for **in-store apps**

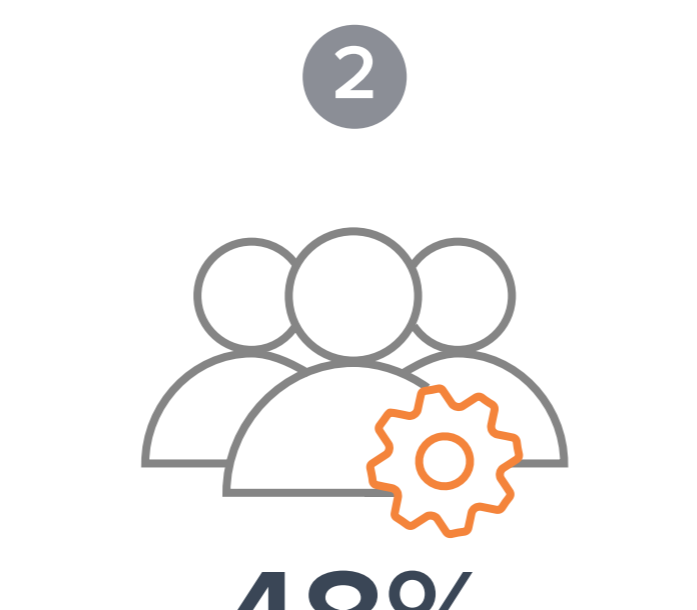


**29%**  
Shoppers report in-store apps that provide personal recommendations as being important



## ... Making Retail One of the Top 5 Spenders on Enterprise Applications

Top 3 business critical applications described by retailers



**\$15.8 Bn**  
Global spend by retail on enterprise applications

By 2020

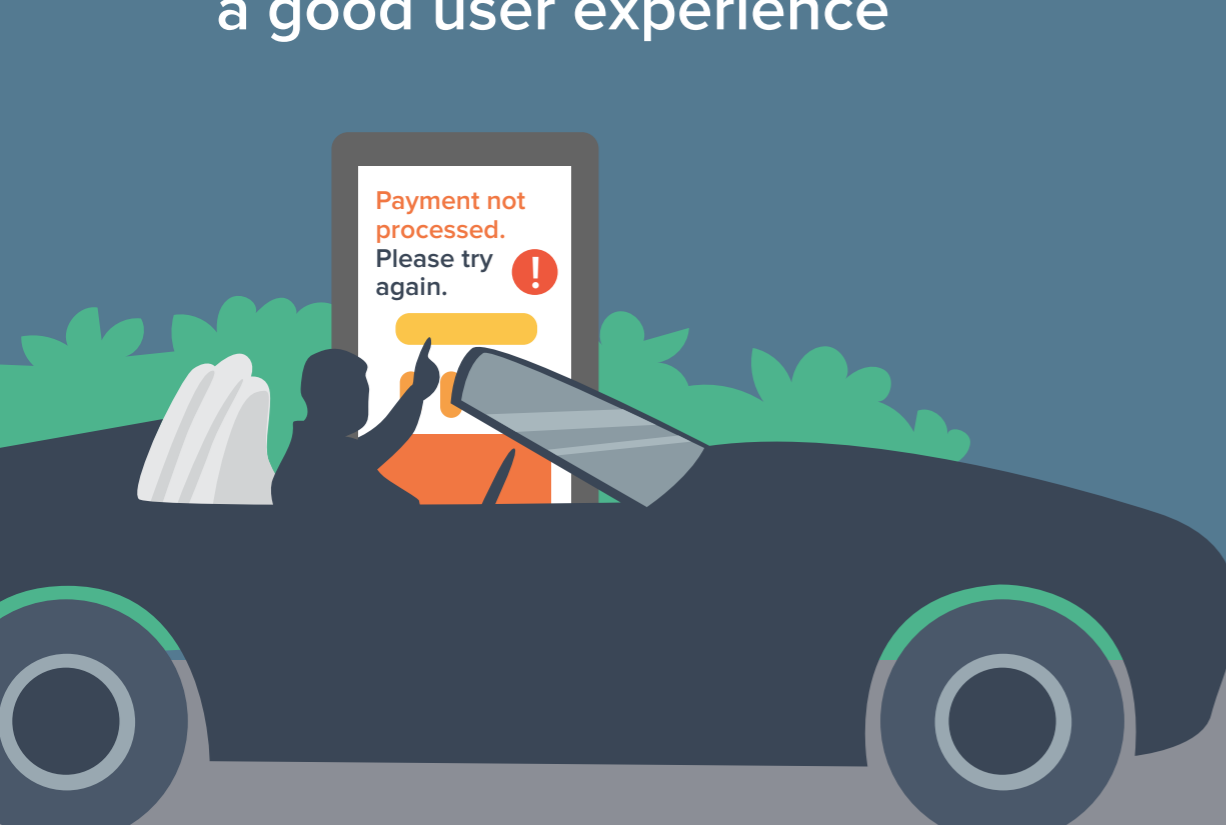
Data analytics: **>40%** projects will relate to customer experience

**Application Performance However Remains a Key Challenge for Retailers Due to Networking Issues**

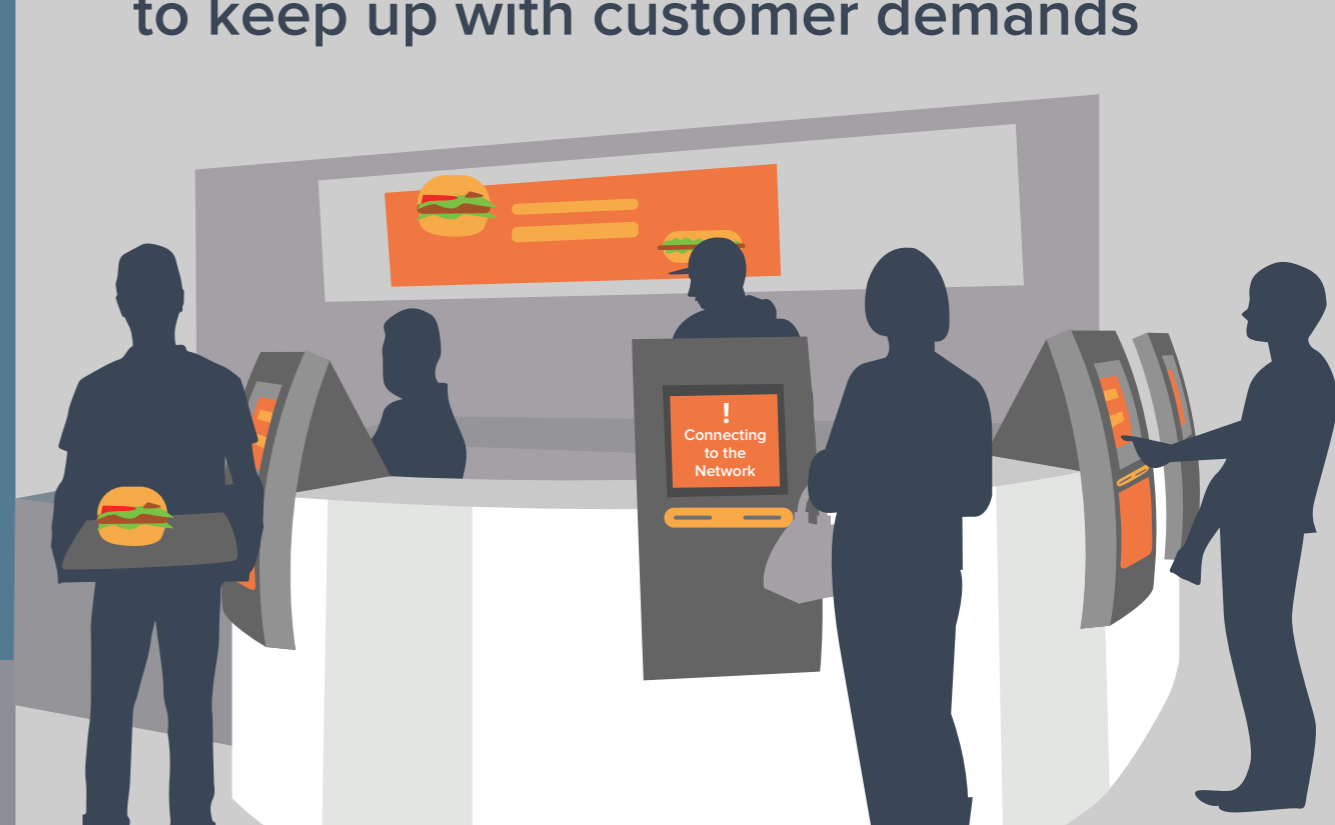
Percentage of retailers who cited Application Performance as one of the key business metrics for success of applications



**74%** Retailers cite network as impeding a good user experience



**98%** Retailers say in-store network is unable to keep up with customer demands



## Retailers Can Gain Millions of Dollars from Effective Application Performance and Network Management

**\$6.6M**  
Hourly downtime cost large retailers on average \$6.6M

**3%**  
Average revenue lost due to application downtime and slowness

**59%**  
Shoppers say a bad customer experience has caused them to stop buying from a store

**\$37.7B**  
Potential sales lost by retailers due to long checkout lines



## Ipanema SD-WAN Application Intelligence for the WAN Edge

### Protect Your In-Store Application Performance

- Minimize Revenue Loss.
- Maximize Experience and Business Productivity.
- Increase Lifetime Value of Customers.

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