Retail Companies Realize Benefits from Adaptive Networking

Ovum

Retail IT is tasked to lead the business to new digital innovations. Adaptive networking is a powerful enabler of in-store applications. CenturyLink’s role as an adaptive networking partner for retail companies

Adaptive networking is a powerful enabler of in-store applications. Retailers that combine adaptive networking services multiply the gains. 82% of retail companies that use adaptive networking, already deploy two or more practices together. Retailers that use multiple adaptive networking practices record 75% better outcomes on average than those using just one element.

CenturyLink is a leading US and international provider of advanced network services. As an innovator in adaptive networking, the company’s service portfolio spans the full range of enterprise services including hybrid networking supported MPLS IP VPN and internet access, WAN/cloud connectivity, end-to-end dynamic bandwidth, SD-WAN and NFV solutions and services.

Hybrid networking, which combines MPLS VPN and public internet VPNs

Dynamic WAN connectivity to cloud

Flexible bandwidth-on-demand to endpoints

Software-defined WAN (SD-WAN)

Network function virtualization (NFV)

These retail innovations rely on correlating customer information in real time against internal intelligence.

Adaptive networking is a powerful enabler of in-store applications:

Retail leads other sectors in taking advantage of cost and performance of hybrid networking...and hybrid networking supports retail IT departments’ digital initiatives...

Top priorities for retail IT departments:

Real-time order tracking
Click-and-collect (Order online, pick up in store)
Integrated digital/offline sales
Enhanced social media presence
Cross-merchant loyalty programs
Digital wallet payments
Optimized user experience
Order/book ahead
Personalized recommendations
Trargeted/personalized digital ads

Security and compliance
Grow the business
More efficient, faster response

Over 1 million US retailers sell more than $5 trillion in products annually. This includes well over $500 billion generated annually from e-commerce sales.

1 Source: (U.S. Department of Commerce at www.selectusa.gov).

To learn more about these solutions, click here.