

Retail Companies Realize Benefits from Adaptive Networking



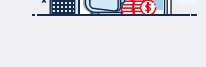
Enterprises are making their business more agile through adaptive networking practices:

- 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)

Retail IT is tasked to lead the business to new digital innovations

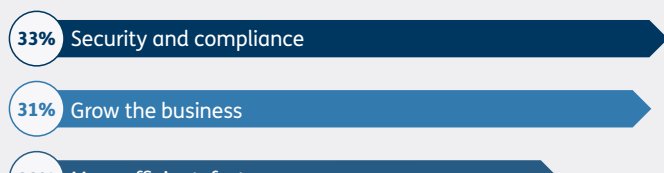
About the retail sector

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

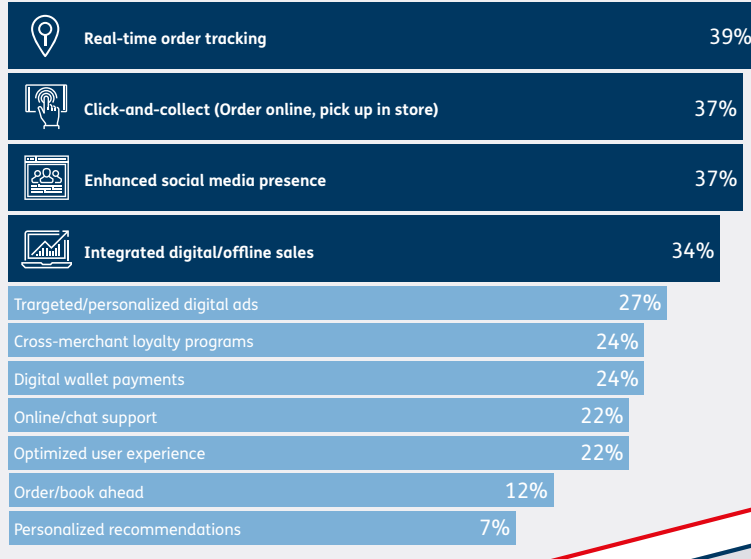


Retail's top technology drivers include efficiency and new revenue growth...

Top priorities for retail IT departments are:



...and retailers have a long wish list of transformation goals



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

Adaptive networking is a powerful enabler of in-store applications

Retail leads other sectors in taking advantage of cost and performance of hybrid networking...

73%

of multi-location retailers have adopted hybrid networking



as compared to **52%**

of general businesses

...and hybrid networking supports retail IT departments' digital initiatives

"Top 3 priority" in-store projects for retail IT are:



46% using customer location to drive in-store experiences



34% in-store data collection and analytics



32% interactive digital advertising



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

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.

Retailers that use multiple adaptive networking practices for synergy report:



2x improvement in applications performance



2x improvement supporting real-time applications



3x less time to add new office locations

Each adaptive networking element contributes to the whole solution

Biggest improvements are from individual services focus on flexibility, security & resilience.



45% better performance



48% cost savings

Flexible bandwidth

SD-WAN

better performance

cost savings



32% improved flexible deployments



44% easier management

Hybrid networking

NFV

improved flexible deployments

easier management

CenturyLink's role as an adaptive networking partner for retail companies



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

To learn more about these solutions, [click here.](#)

