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Taking a Smarter Approach to Retail IT

Top ways to enhance efficiency, manage security threats, and support omnichannel operations across every storefront.

1. DIGITAL INNOVATION
Fueling Omnichannel Success

63% of retailers say digital acceleration is their top priority in 2025*

KEY TECHNOLOGIES

- Point-of-sale Modernization
- AI-powered Inventory Management in the Cloud
- Smart Shelf Systems
- Customer Behavior Analytics

*Source: Deloitte

BENEFIT

Real-time insights, reduced stockouts, improved customer engagement and loyalty across all channels

2. DATA PROTECTION

Securing Sensitive Customer & Transaction Data

$3.85 million average cost of a retail data breach*

STRATEGIES

Implement IAM, encryption, and PAM to protect customer PII and transaction data

*Source: 2024 IBM Cost of a Data Breach Report

BENEFIT

Regulatory compliance and reduced security risk

3. INTELLIGENT AUTOMATION

Streamlining Store and Backend Operations

Over $300 billion in potential cost savings from retail automation by 2030

APPLICATIONS

- Demand Forecasting
- Planogram Checks
- Robotic Process Automation

*Source: McKinsey

BENEFIT

Reduced manual errors and improved operational efficiency

4. HYBRID INFRASTRUCTURE

Empowering ROBO and Edge Environments

65% of retailers use edge computing to support latency-sensitive applications*

USE CASES

- Digital Signage
- POS Reliability
- Local Analytics

*Source: IDC

BENEFIT

Resilient operations across distributed store network

5. CYBERSECURITY PROTECTION

Zero Trust for Distributed Environments

Retail among top 5 industries targeted by ransomware*

ZERO TRUST BEST PRACTICES

- Context-aware Access
- Continious Verification
- Behavioral Analytics

*Source: SonicWall, 2024

BENEFIT

Enhanced security and brand protection

6. SOURCING TALENT

Bridging the Retail IT Skills Gap

69% of retail CIOs cite IT talent shortages as a top concern in 2025*

SOLUTION

Use flexible resource management and managed services for scalable support

*Source: CompTIA

BENEFIT

Fill critical roles quickly without full-time hiring overhead

TAKE THE *NEXT* STEP

A secure, efficient, and future-ready IT infrastructure is essential for modern retail.

Need expert IT guidance? Read the solution paper:

Enabling Smarter Retail IT: Enhancing Efficiency, Managing Security Threats, and Supporting Omnichannel Operations

read now

Then *connect* with Verinext to explore how you can enhance security, improve efficiency, and optimize IT performance.

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