

support omnichannel operations across every storefront. 1. DIGITAL INNOVATION

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

Fueling Omnichannel Success

KEY TECHNOLOGIES

Point-of-sale Modernization Al-powered Inventory Management in the Cloud

Smart Shelf Systems Customer Behavior Analytics *Source: Deloitte



Real-time insights, reduced stockouts, improved

2. DATA PROTECTION

Securing Sensitive Customer & Transaction Data

customer engagement and loyalty across all channels

of a retail data breach* STRATEGIES

\$3.85 million average cost

customer PII and transaction data

*Source: 2024 IBM Cost of a Data Breach Report

Implement IAM, encryption, and PAM to protect



Regulatory compliance and reduced security risk

BENEFIT

3. INTELLIGENT AUTOMATION

Streamlining Store and Backend Operations

from retail automation by 2030 **APPLICATIONS**

Over \$300 billion in potential cost savings

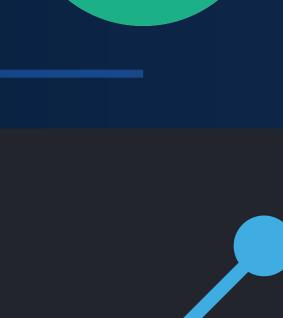
Planogram Checks

Demand Forecasting

Robotic Process Automation BENEFIT

Reduced manual errors and improved operational

*Source: McKinsey

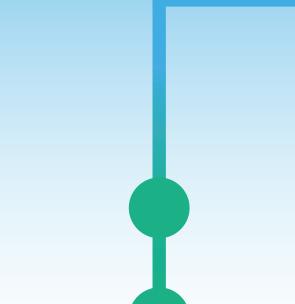


4. HYBRID INFRASTRUCTURE

efficiency

Empowering ROBO and Edge Environments

65% of retailers use edge computing



USE CASES Digital Signage

to support latency-sensitive applications*

BENEFIT Resilient operations across distributed store network

POS Reliability

Local Analytics

*Source: SonicWall, 2024

*Source: CompTIA

*Source: IDC



Zero Trust for Distributed Environments

BENEFIT

ZERO TRUST BEST PRACTICES

5. CYBERSECURITY PROTECTION

Behavioral Analytics

Enhanced security and brand protection

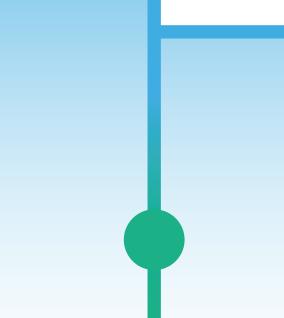
Retail among top 5 industries

targeted by ransomware*

Context-aware Access

Continious Verification

6. SOURCING TALENT Bridging the Retail IT Skills Gap



SOLUTION Use flexible resource management and managed

shortages as a top concern in 2025*

69% of retail CIOs cite IT talent

BENEFIT

services for scalable support

overhead TAKE THE NEXT STEP

Fill critical roles quickly without full-time hiring

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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