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RETAIL SOLUTION BRIEF

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

Retail organizations are navigating a period of intense disruption. The ever-growing demand for omnichannel experiences, continuous innovations in e-commerce, increased threat of cyberattacks, and the unprecedented rise of artificial intelligence has created an imperative to modernize IT foundations.

To stay competitive and resilient, retailers must adopt a forward-looking IT strategy centered on digital innovation, data protection, intelligent automation, hybrid infrastructure, secure networking, and managed IT services.

DIGITAL INNOVATION: FUELING OMNICHANNEL SUCCESS

Digital transformation is redefining how retailers operate and engage customers. According to Deloitte, 63% of retailers say digital acceleration is their top priority in 2025. Innovations such as point-of-sale modernization, AI-powered inventory management in the cloud, smart shelf systems, and customer behavior analytics are crucial for delivering seamless omnichannel shopping experiences.

Retailers that embrace digital tools infused with AI can reduce stockouts, improve customer satisfaction, and drive loyalty. For example, integrating cloud-based inventory tracking with mobile devices ensures store associates have real-time insights, boosting productivity and responsiveness across every touchpoint.

DATA PROTECTION: SECURING SENSITIVE CUSTOMER AND TRANSACTION DATA

Retailers manage vast troves of personally identifiable information (PII), credit card transactions, loyalty program details, and supply chain data. With increasing regulation (such as PCI DSS and GDPR) and growing ransomware threats, data protection is a top IT priority.

The 2024 IBM Cost of a Data Breach Report found that the average breach in the retail sector cost $3.85 million. Implementing identity and access management (IAM), encryption, and Privileged Access Management (PAM) ensures that sensitive customer and transaction data is shielded from both insider and external threats.

INTELLIGENT AUTOMATION: STREAMLINING STORE AND BACKEND OPERATIONS

Retailers are turning to intelligent automation and AI to improve accuracy and reduce manual effort across operations. AI-driven demand forecasting, automated planogram compliance checks, and robotic process automation (RPA) for order fulfillment are delivering faster execution with lower error rates.

According to McKinsey, automation and AI agents in retail could unlock over $300 billion in cost savings by 2030. In-store, automation simplifies tasks such as self-checkout, product location vectoring, and inventory auditing, allowing staff to focus on customer engagement. In back-office operations, automation minimizes delays in procurement, pricing, strategic marketing based on consumption trends (AI), and promotions.

HYBRID INFRASTRUCTURE: EMPOWERING ROBO AND EDGE ENVIRONMENTS

With hundreds or thousands of branch stores, warehouses, and fulfillment centers, retailers need hybrid infrastructure that blends centralized control with local agility. According to IDC, 65% of retailers are deploying edge computing to support in-store analytics and reduce latency in critical applications like digital signage and POS. Hybrid cloud and edge solutions allow retailers to:

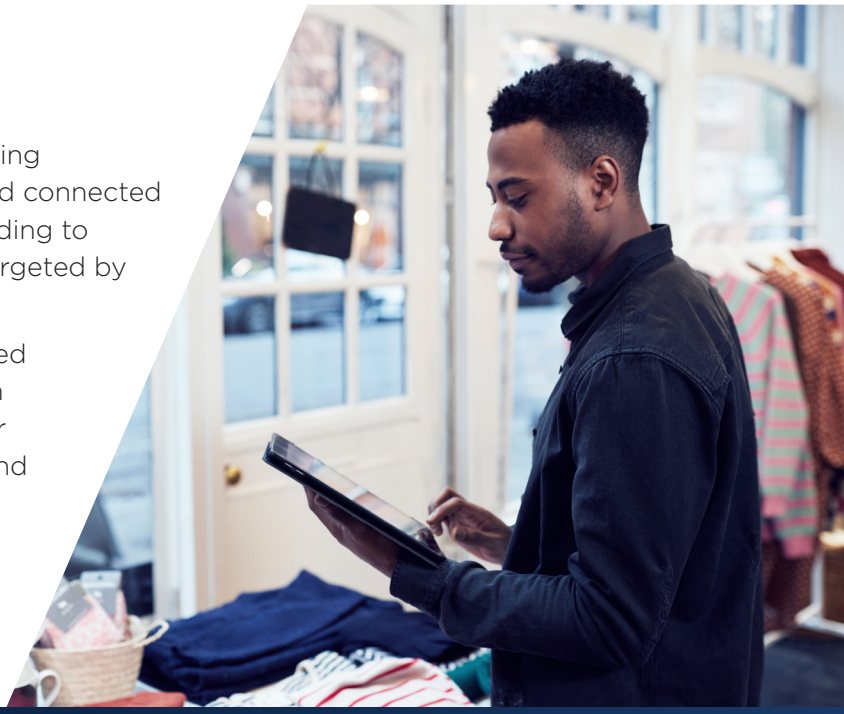
- Run AI and analytics close to the point of sale
- Ensure uptime and business continuity in disconnected environments
- Manage infrastructure consistently across HQ, cloud, and edge locations

Retail ROBO environments benefit from infrastructure that is compact, resilient, and remotely manageable, helping IT teams support stores with minimal on-site resources.

SECURE NETWORKING: PROTECTING ROBO AND E-COMMERCE OPERATIONS

Every store is a potential attack surface. The increasing digitalization of retail stores, mobile POS systems, and connected IoT devices introduces network vulnerabilities. According to SonicWall, retail was among the top five industries targeted by ransomware in 2024.

Secure SD-WAN, micro-segmentation, and AI-powered network monitoring help protect retail locations from breaches, while enabling fast, reliable connectivity for applications like video analytics, mobile checkouts, and inventory scanning. These technologies also make it easier to onboard new locations or pop-up shops quickly and securely.



CYBERSECURITY PROTECTION: ZERO TRUST FOR DISTRIBUTED ENVIRONMENTS

Retailers must secure diverse environments—from ecommerce platforms to in-store devices—against evolving cyber threats. A Zero Trust architecture, which assumes no implicit trust within the network, is key to safeguarding customer data and store operations. Zero Trust strategies for retail include:

- Context-aware access control for employees and vendors
- Continuous device and identity verification
- Behavioral analytics to detect anomalies in payment systems and staff activity

Retailers adopting Zero Trust benefit from lower breach rates, reduced compliance risk, and enhanced brand reputation.

Bridging the IT Skills Gap in Retail

Retail IT teams are stretched thin across hundreds of ROBO locations. Staffing qualified professionals to support in-store technology, cybersecurity, AI and network operations remains a major challenge. According to CompTIA, 69% of retail CIOs cite IT talent shortages as a top concern in 2025.

Flexible resource management services and managed IT solutions allow retailers to scale their teams quickly—providing access to experts in networking, cybersecurity, and edge computing without the overhead of full-time hiring.

CASE STUDY

National Restaurant Chain Cuts Costs 30% While Modernizing 650+ Locations

A prominent national restaurant chain partnered with Verinext's Forty8Fifty Labs to modernize IT infrastructure across more than 650 stores. Facing service interruptions, outdated network hardware, and logistical challenges of after-hours upgrades, the chain needed scalable support.

By implementing a strategic resource management approach—including staff augmentation with a hybrid mix of offshore and nearshore teams—Forty8Fifty Labs helped the organization reduce operational costs by 30%, accelerate nightly store migrations from two to three, and complete the project ahead of schedule. The hybrid staffing model enabled real-time troubleshooting and significantly minimized downtime, ensuring smooth upgrades without disrupting operations.

READ THE STORY

MANAGED IT SERVICES: CONSISTENT SUPPORT ACROSS EVERY LOCATION

Retailers increasingly rely on managed services to ensure operational continuity and security across distributed environments. Managed Service Providers (MSPs) offer centralized visibility, incident response, compliance monitoring, and infrastructure optimization across hundreds of sites. Benefits of leveraging managed IT services include:

- 24/7 monitoring and rapid incident response
- Consistent IT support and policy enforcement across stores
- Lower operational costs and predictable budgeting
- Scalability to support seasonal spikes and new store openings

Retailers that invest in modern managed services can reduce downtime, improve customer experience, and focus internal resources on innovation.

POWERING THE FUTURE OF RETAIL

Modernizing IT infrastructure is critical for retailers to thrive in a hyper-competitive landscape shaped by digital transformation, cyber threats, and evolving consumer expectations.

By embracing AI-infused digital innovation, securing data and networks, automating operations, and supporting ROBO environments with hybrid infrastructure and managed services, retailers can achieve agility, resilience, and customer loyalty.

Partnering with a strategic IT services provider like Verinext helps retailers design and implement the technology strategies needed to scale, secure, and succeed in the future of commerce.

Ready to modernize your retail IT environment? Explore our Retail IT Modernization Infographic, then contact Verinext to start the conversation.

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