

# Riverbed SteelFusion for Retail

## Powering Business and IT Agility for Brick and Mortar Retail.

### Retail's Challenge

Online retail sites put pressure on brick and mortar retailers with lower prices and deep inventory that lure customers away. True, storefronts have product shoppers can see in person, but with mobile devices so common storefronts risk becoming de facto showrooms for online retailers.

Brick and mortar retailers are using technology to fight back — with a primary objective of enhancing the customer experience in-store. In-store displays provide dynamic messaging to attract and inform the shopper. Beacon technology allows stores to track the shopper's movement through the store. Behavioral analytics help predict the shopper's actions. Retailers can push promotional initiatives directly to the shopper's mobile device. And omniselling initiatives seamlessly mix online and in-store to give the customer the best of both worlds.

This digital transformation is helping storefronts fight back, but it is challenging for their IT departments.

Traditional retail IT infrastructure was designed for simple POS systems, not modern digital strategies. Furthermore, stores rarely have onsite IT support, so installing or refreshing in-store technology involves IT staff travel which is slow and costly.

In addition, retailers often have distribution and manufacturing operations in distant locations that present unique challenges. These locations often have valuable intellectual property, such as proprietary designs, which are exposed to high risk in harder to protect remote locations of the world. These are also highly labor-intensive operations where outages can lead to severe economic damages.

Retail CIOs need a solution that increases agility, optimizes resiliency and optimizes security. CIOs need the agility to quickly – and securely – deploy new services, applications, in-store messaging and even new stores. They need resiliency that takes disruptions in stride. They need security to protect intellectual property and valuable data in even the most remote locations. And with success, achieving all of these goals help the CIO to deliver an optimal overall experience to customers, that will keep them coming back for more.

## Riverbed SteelFusion for Retail

SteelFusion for Retail is a solution for stores, production facilities and distribution sites. It is the only solution on the market delivering the Hyper-converged Edge for truly agile IT, by extending datacenter security, services and resilience out to all locations, enabling full centralization of customer and corporate data, backup and operations, without compromising performance in a retailer's

revenue-generating locations. Delivering this new way of approaching site IT, SteelFusion allows retail IT and lines of business to align with ease to address competitive challenges, changing business requirements, and digital strategies for enhanced customer experience.

The SteelFusion Edge appliance integrates server, storage, network, and virtualization to run local applications, eliminating the need for additional store infrastructure.

### Store/Distribution/Production Site



SteelFusion Edge



### Data Center



SteelFusion Core

The SteelFusion Core resides in the data center to project centralized data out to the stores, manufacturing and distribution sites.

## Powering Business Agility for Retail

SteelFusion for Retail helps brick and mortar retail organizations with their digital transformation, with the ultimate objective of enhancing the customer's experience.



### Business Agility.

Things happen quickly in today's retail environment. SteelFusion helps keep pace, allowing retail marketing departments to instantly change digital messaging, roll out new promotions and update pricing as needed. Retail operations can roll out infrastructure in new stores in hours.



### Business Resiliency.

With the cost of retail outages estimated as high as \$1.1M per hour, infrastructure reliability is crucial. With SteelFusion, if the network goes down, apps continue to run locally. In-store technology can even bypass SteelFusion units if they go down and run remotely from the data center.



### Security.

With SteelFusion, all customer data is secure back in the data center where centralized safeguards and staff provide superior protection. This is especially crucial for far-flung distribution and manufacturing operations.



### Saves Money.

Finally, SteelFusion reduces IT costs in two ways. First, it lowers cost by reducing infrastructure from the store to only one small appliance. And, second, it lowers ongoing cost through the efficiencies of centrally managing in-store applications, digital services, data and backup.

### About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at [riverbed.com/XXXXXXXX](http://riverbed.com/XXXXXXXX)

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