Trends in Retail Network Infrastructure

How Wireless Networks Can Empower Faster Retailing

WHAT YOU’LL GET:

+ An overview of emerging IT trends in retail
+ Common challenges specific to retail networks
+ 3 retail customer success stories
+ The benefits of utilizing WWAN at the Network’s Edge
OVERVIEW

There's a transformation happening in retail technology—it's called “faster retailing,” and it’s defining success in the retail world. Marketing teams now demand real-time analytics to create controlled, cultivated, and personalized experiences for customers. Inventory managers are looking to implement more efficient supply chain systems and reduce unsold product. C-suite executives want to create stronger, more seamless brands, while maximizing the bottom line. Retailers that harness the right tools to capitalize on the Internet of Things (IoT) and the cloud to maximize speed and agility will be the ones that come out on top.

Exciting as these changes may be, new opportunities spawn fresh challenges for IT departments. Network administrators must find a way to balance corporate mandates for speed and agility with security, cost savings, and 24/7 uptime. In the past, this has been difficult to say the least. However, emerging technologies in Wireless WAN (WWAN) offer IT teams the ability to simplify network management and achieving this balance.

This white paper outlines emerging trends in retail IT, common challenges, and considerations for choosing networking solutions. The paper will also discuss the benefits of using Wireless WAN at the Network’s Edge.

DESIGNING A CONNECTED CUSTOMER EXPERIENCE

Modern retail customers walk into a store armed with information galore, and they're exhibiting disruptive shifts both in their expectations and their buying behavior. As guest WiFi has become an ubiquitous requirement for retailers, forward-thinking retail outlets no longer view guest WiFi as an arduous requirement for meeting customer expectations, nor as the only vehicle for connecting customers with the brand.

For several years, retailers have been using guest WiFi to influence buyer behavior through splash pages, ads, and the collection of customer data that can be used to further enhance and personalize future customer experiences. While guest WiFi is certainly the most common way to create a connected experience; it alone is no longer sufficient for putting retailers at the cutting edge of consumer influence tactics. New trends in retail technology are expanding the scope of data collection, providing better and more personalized interaction with customers, and ensuring that the brand stays top-of-mind.

As retail adjusts to meet new industry demands, many are finding that the flexibility, cost effectiveness, and reliability of 3G/4G/LTE connectivity is the best solution to enable a connected customer experience. Additionally, back-of-house operations like inventory and human resource management rely increasingly on the agility that can only be offered by WWAN.
BUSINESS DRIVERS & EMERGING APPLICATIONS

OMNICHANNEL RETAIL

Today’s customers interact with a brand across multiple sales and marketing channels before finalizing a purchase. In response to shifting consumer behavior, retailers are moving away from creating separate marketing strategies for different customer touchpoints, known as multichannel marketing, and toward an integrated strategy spanning all channels, or omnichannel retailing. In other words, retailers no longer draw distinctions between the different channels that their customers use to interact with the brand. Instead, recognizing that the customer may interact via multiple channels (often simultaneously) before making a purchase, most forward-thinking companies view the brand experience as a holistic one.

Omnichannel offers retailers the opportunity to create a seamless brand experience across their multiple channels, meet consumer demand for interactivity, gather invaluable consumer data, and maximize profits. Integral to a successful omnichannel strategy is secure, reliable, high-capacity connectivity at brick-and-mortar locations.

Here are a few of the best and most recent examples of omnichannel retailing:

- Crate & Barrel customers can create their wedding registries online or in-store, and they can use the company’s mobile app to update their registry and monitor purchases from anywhere, as well as scan bar codes in store.

- Sephora’s rewards program app lets customers track purchases and reward points from their mobile devices, add products to their Pinterest profiles, make and rate purchases, and create shopping lists complete with product bar codes for future mobile or in-store purchases.

- Target’s mobile app guides in-store users to the aisle where the item they seek is located and allows them to add items they find in-store to their digital cart, create and manage registries, and use a coupon service that integrates with Facebook.

SUCCESS STORY:
GRIDBOX MEDIA

GridBox Media is a cloud-based platform used for supporting and controlling digital screen networks. GridBox’s digital screen platform enables consumers to access in-depth product information, reviews, product comparisons, and recommendations while strolling through the store, helping drive sales for the retailer.

When New York City retailers turned to GridBox to prepare for Super Bowl sales, GridBox leveraged Cradlepoint solutions to monitor the status of thousands of devices in real-time, optimize data usage, and manage devices remotely, without having to rely on retailers’ IT departments or networks for deployment and support. Cradlepoint provided GridBox with robust network connectivity powerful enough to support retailers’ needs during peak seasons and remote management tools that offered hassle-free installation and management.

“We’ve followed Cradlepoint’s growth for a long time and feel confident that it has the brainpower to stay ahead of the market in terms of how best to provide connectivity as we enter this age of the Internet of All Things.”

—DUANE CASEY
GRIDBOX COO
IBEACONS

Apple’s iBeacon technology is the latest disruptive trend in retail. The technology uses Bluetooth Low Energy technology to make smartphones location-aware, and notify other devices in proximity of their presence, such that as a person moves through a physical environment, these devices transmit data about the device owner. Using iBeacon technology, customers can make payments in-store on their phones, and receive targeted advertisements and information about sales and service offerings. In turn, retailers gain data about customers that can help them make informed decisions about staffing and store layout, influence buyer behavior, and customize each buyer’s experience through real-time and predictive analytics.

The utility and low cost of iBeacon technology promises to inspire a slate of new retail strategies to influence consumer behavior. The most successful plans will provide value, service, and engagement to the customer by offering relevant, engaging content. The potential of iBeacon technology for delivering location-based content outstrips other solutions like QR codes, which require proactive engagement from the customer. Instead, iBeacons deliver content to any user’s device preemptively. However, retailers should be careful not to inundate users with too many notifications lest they risk alienating the customer.

For accurate data collection, iBeacons need constant connectivity and consistent signal strength. Additionally, as with any technology that collects or transmits customer data, a secure connection is of utmost importance.

DIGITAL SIGNAGE

Unlike traditional signage, digital signs offer the speed and flexibility required for effective omnichannel marketing. The ability to instantly swap out content from a remote location makes digital signage useful for multiple purposes and a truly versatile investment. Plus, the cost savings of reduced personnel hours spent manually updating pricing and other content can deliver a direct boost to the bottom line.

In the context of omnichannel retailing, digital signage serves as another brand touch point. Coupling digital signage with iBeacon technology allows retailers to offer location-based content through digital signage as a customer moves through a store. When paired with in-store traffic analytics enabled by iBeacons, digital signage could be
used to offer promotions or discounts, or update pricing quickly, while strategically placed digital signage helps create upselling opportunities. In an outdoor deployment, digital signage might be leveraged to raise brand awareness, or drive in-store or online traffic.

Traditional connectivity solutions are often incompatible with digital signage. Depending on the situation, digital signage may prove impossible to reach with a wired line, or too taxing on IT departments. A wired connection may also restrict options for moving digital signage. However, 3G/4G/LTE M2M solutions can allow digital signage to be deployed virtually anywhere and be managed via the cloud. Additionally, when connected via WWAN signal, digital signage can be moved off the core network and out of the scope of PCI DSS 3.0.

Another advantage of in-store digital signage deployments is that during peak selling seasons, for example Black Friday and holiday seasons, these deployments can be used for staff training. Finding multi-use solutions in your in-store deployments will lower the total cost of ownership of your network while maximizing the effectiveness of your organizations productivity.

CLOUD APPLICATIONS

They're scalable, they're accessible from anywhere, and they're cost-effective: cloud applications are consuming the world of retail management, and for good reason. Here are a few examples of game-changing trends in retail enabled by the cloud.

+ Customer service applications paired with iBeacons let retail stores identify individuals when they walk through the door and trigger customized promotions that sales associates can present to nurture brand loyalty.

+ Retail as a Service, or RaaS, lets IT departments offload responsibility for housing data on retail operations to cloud platforms. During peak seasons, retailers can purchase more storage, and when enterprises are ready to scale up, the infrastructure they need is already in place.
The question about big data is no longer how to obtain it, but what to do with it. Cloud-based applications are helping make sense of big data and deliver it when it's most useful: in real time. In a culture where trends rise and die in mere days, aggregate sales information can keep store managers and sales associates in-the-know about current top sellers. Back at corporate headquarters, purchasing agents can use real-time sales information to make inventory choices.

Inventory management systems synchronize with Point-of-Sale applications for faster and more accurate inventory evaluation.

Mobile Point-of-Sale applications help drive sales by breaking up lines during peak traffic and allowing sales associates to get to customers before they have a chance to change their minds.

When retailers manage hundreds or thousands of dispersed locations, cloud-managed networks are a necessity. Update firmware, configure, and troubleshoot individual locations all in one easy-to-manage platform.

All the flexibility offered by cloud applications doesn't mean much without connectivity to match. Many retailers are moving to 3G/4G/LTE for connectivity that can scale and adapt as quickly as cloud applications, provide more reliable service, and offer enough data to run the increasing number of cloud applications being utilized by retail enterprises.

SHOWROOMING

Savvy customers often use guest WiFi to “showroom,” or compare prices, read reviews, and sometimes even complete their purchases online. There are multiple approaches to combating showrooming, but it’s safe to say that if handled correctly, this customer behavior can generate nearly as much opportunity for retailers as the potential threat it poses.
Customer showrooming through guest WiFi offers retailers the ability to gather online intelligence about consumer behavior. In turn, retailers can provide better and more personalized information to customers, and become not just a seller of goods, but a trusted information source. Retailers may also influence buying behavior on mobile devices in store with strategically (and sparingly) used ads. Finally, retailers can even use connectivity solutions that offer content filtering to block competitors' websites and applications, hindering the customer from purchasing items elsewhere.

The showrooming trend has also birthed an unexpected benefit. A rapidly growing number of consumers are researching products online at home and then traveling to a brick-and-mortar establishment to see products and complete their purchases in-store, known as “webrooming” or “reverse showrooming.” Because shoppers who exhibit one of these behaviors are more likely to also exhibit the other, retailers should recognize both trends as a reason to craft integrated, online, and in-store marketing strategies. As trends like showrooming and webrooming continue to create opportunities to comparison shop and pursue the perfect product, retailers can’t expect that their goods alone will drive sales. Customers are seeking brands that can provide customized and curated retail experiences, which retailers can only create through real-time analytics and interactivity enabled by Internet connectivity.

BYOD (BRING YOUR OWN DEVICE)

Equipping staff with mobile devices while they move through the store to provide customer service is nothing new in retail. More and more retailers are making the move to let employees “Bring your own device,” or BYOD. The benefits of allowing employees to work with their own devices are numerous:

+ **Productivity:** Employees can use their own devices to access employee portals for training and payroll management, and stay up to date on product and promotional information.

+ **Employee satisfaction:** In allowing employees to access their own devices, retailers can hire and retain better employees while still facilitating excellent customer service.

69% OF SHOPPERS IN THE U.S. “REVERSE SHOWROOM” ALSO CALLED “WEBROOMING.”

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Cost savings: High-turnover industries like retail can reduce costs and mitigate risk of device loss by allowing for BYOD instead of distributing store-owned devices to each employee.

BYOD strategies should be coupled with measures to mitigate the increased potential for security threats, such as Intrusion Protection Services/Intrusion Detection Services (IPS/IDS), content filtering, and visibility into applications and devices. In addition, network administrators should seek to keep employee devices outside the scope of PCI Compliance on a Parallel Network.

**BYON (BRING YOUR OWN NETWORK): POP-UP SHOPS, STORE-IN-A-STORE, AND KIOSKS**

Currently an eight-billion dollar industry, pop-up retail and instant networks have become a go-to strategy for testing products, building brand awareness, and driving sales around a finite period of time, season, or holiday. Retailers are also experimenting with “store-in-a-store” concepts, which often take the form of a partnership between two separate retailers. These arrangements are mutually beneficial: the larger retailer charges high rental prices for the space, while the partner brand gains consumer exposure, and can potentially turn a higher profit on their product than they would through a wholesale model. Alternatively, one retailer can use the store-in-a-store concept to feature a special brand or product line of its own.

A cousin of the store-in-a-store trend, kiosks can help drive extra revenue and brand exposure when placed inside another brand’s retail location, or can be used by a retailer to provide customer service, online ordering, and gift cards inside their own stores. Running traditional wired lines to kiosks can be logistically prohibitive, and certainly costly. Stores hosting other companies’ kiosks are rightfully reluctant to allow third-party kiosks to use their store’s network.

Since these concepts have reached maturation, customer expectations for temporary stores and kiosks have grown. Novelty isn’t necessarily going to drive traffic on its own; consumers are demanding enhanced experiences and multiple modes of engagement in the context of a shopping environment, even if it’s temporary.

Given the fleeting nature of these mobile retail outlets, it isn’t realistic or practical to invest anywhere near the same amount of IT resources or energy in setting up a pop-
up store or kiosk as one would with a primary or central retail location. Wired lines that take weeks or more to run and involve steep installation costs negate the benefits of a pop-up shop or store-in-a-store. Speed and simplicity are of the essence when it comes to deploying the technology infrastructure necessary to power such a store's operations. Additionally, pop-up connectivity solutions should offer the reliability and bandwidth to handle the demands of today's retail setting and growing customer expectations for data usage and interactivity. Since every second counts in temporary retail, the solution must offer seamless business continuity protection to maximize return on investment.

**CHALLENGES**

**SECURITY: BROAD ATTACK SURFACE, WEAK TARGET**

Already viewed by attackers as highly lucrative targets due to the massive amount of credit card data being processed, retail enterprises face mounting challenges as the IoT continues to grow and intertwine in retail settings. From store-owned devices to employees and customers using the store's connectivity, each device presents another “network on-ramp,” and an added level of complexity in security management.

The nature of the distributed network presents an added liability. IT departments simply cannot supervise the network in-person at all times, and onsite retail staff and management are generally unable to manage situations that require rapid response, troubleshooting, detection of a network intrusion, or ongoing monitoring. In fact, error on the part of retail sales staff is one of the biggest threats to the network's security. Hackers are well aware of this, and in-store staff members often find themselves in the crosshairs of malware or phishing schemes.

A growing mandate for real-time analytics to inform decisions on inventory, product development, pricing, and marketing strategy has driven a massive shift by retail IT teams to cloud-based applications for many of the store's core functions. Today's retailers use Software as a Service (SaaS) for everything from inventory tracking to Point-of-Sale, customer analytics, employee portals, and customer service. While cloud-based applications mean greater scalability, flexibility, and intelligence for retailers, they saddle network administrators with more potential holes in the network for hackers to access customer and company data.
Of course, security threats are constantly evolving, and headline-making security breaches in the retail sector have revealed that threats are more advanced, faster moving, and less detectable than ever before.

In other words, distributed retail locations represent one of the broadest attack surfaces with some of the weakest defenses. IT departments must mitigate the risks posed by the nature of the retail environment either by devoting massive resources to travel and personnel, or by finding a dynamic, cloud-based network and security management solution.

**PCI COMPLIANCE: KEEPING UP WITH EVOLVING STANDARDS**

On January 1, 2015, Payment Card Industry Data Security Standards (PCI DSS) version 3.0 went into effect. Key change drivers listed by the PCI Security Standards Council include lack of employee education and awareness, third-party security challenges, slow detection of breaches, and inconsistency of compliance assessments. The new measures also focus on implementing regular, everyday processes followed by everyone from IT personnel to sales associates. Retail IT managers must find ways to address these drivers and implement new PCI compliance measures without resources to provide constant, on-site IT support.

When implemented correctly, PCI standards can be wielded as a critical tool in helping retailers limit their exposure to attack. On the other hand, PCI standards can just as easily become a source of frustration for IT departments. Noncompliance can result in fines totaling hundreds of thousands of dollars, not to mention the risk of exposing customer data, and damaging your brand.

**BANDWIDTH: MANAGING SURGES AND TROUGHS**

The rapid growth of applications for connected devices and opportunities presented by increasingly connected retail environments must be met with sufficient bandwidth and data to support the devices. Retail network administrators face a particular challenge in bandwidth management due to the varied data usage that surges in customer traffic can cause. This often results in overages or unused data, creating an environment in which it is nearly impossible to accurately budget for data usage.
DOWNTIME: ACHIEVING 99.99% (FOUR-NINES) RELIABILITY

In retail, uptime is money. Every minute counts and POS connectivity failures can cost enterprises thousands of dollars in lost revenue and brand damage. Customers become frustrated and will even abandon their intended purchases after just a few minutes of waiting in line, so even 99% reliability isn’t sufficient anymore. In the case of a more catastrophic outage, such as a wired line breakage of the primary connection, wired failover solutions like T1 lines are usually laid in the same trench as primary wired lines and subject to the same causes for outage.

RETAIL CONNECTIVITY: ASKING THE RIGHT QUESTIONS

To recap, as retail enterprises look for connectivity solutions that will allow them to integrate the cloud, big data, and the Internet of Things into their operations, and to adapt to changing customer demands, there are a few important questions to keep in mind:

- How reliable is the connectivity?
- How fast can the solution be deployed?
- How agile are deployments?
- Can the IT department centrally manage hundreds or thousands of deployments?
- How easy is remote troubleshooting?
- Does the solution offer Unified Threat Management?
- Does it enable PCI Compliance?
- How does the solution handle changing demand for bandwidth?
- What is the total cost of ownership?

A growing number of distributed enterprises are finding that utilizing 3G/4G/LTE connectivity is the best solution to help them get an edge on the competition without sacrificing security or cost savings.

SUCCESS STORY: BLINDS TO GO

Blinds To Go, a leading retailer and manufacturer of window blinds and shades in North America, was looking for a last-mile redundancy solution for POS systems in 100 retail outlets. The company specifically sought a wireless failover solution to provide continuous uptime for store transactions—with no interruptions—in the event of an outage of the primary wired source of Internet connectivity (T1/fiber, DSL or cable, depending on location).

The company’s systems administrator, Constantin Koutrias, chose a solution based on a Cradlepoint mobile broadband router because of the solution’s flexibility, enterprise-class security, and ease of deployment and use. To speed rollout and hold down costs, he first pre-configured the units, and then dispatched a technician to the various retail locations.

“We configured everything ahead of time. It went really quickly. We were able to configure dozens of devices in just hours. The person we sent out only needed minimal expertise. The actual installation probably took less than an hour per store.”

—CONSTANTIN KOUTRIAS, SYSTEMS ADMINISTRATOR
CRADLEPOINT SOLUTIONS

Cradlepoint is the global leader in cloud-managed 4G networking solutions, providing enterprise-grade, secure connectivity to retail enterprises. Cradlepoint was the first to pioneer and fully enable high-speed LTE in its solutions to maximize the potential of the cloud for businesses worldwide.

From the branch office to the retail outlet, restaurant, or delivery truck, Cradlepoint’s routing solutions and cloud management platform keep enterprises online whenever protecting your competitive edge requires constant connectivity. Cradlepoint solutions enable simplified, remote network management, faster speed to deployment, unparalleled reliability, streamlined network architectures, and maximum security. With both integrated wireless WAN and non-integrated versions, the solutions are ideal for distributed operations and emerging industries that require either remote connectivity or multi-WAN redundancy.

CUT-THE-WIRE: PRIMARY CONNECT WITH 4G LTE FAILOVER

Cradlepoint solutions are quickly deployable and highly reliable, designed for the needs of the most agile retail enterprises. With Cradlepoint’s dual-modem routers, enterprises can “Cut-the-Wire” and enjoy primary and failover connectivity in a single device.

The Cradlepoint AER 2100 is designed for the retail enterprise to manage converged wired and wireless connectivity at the Edge. This solution combines intelligent routing, WAN Diversity™, advanced security, private network support, and high-performance WiFi in a platform that can be deployed, managed, and optimized via Cradlepoint Enterprise Cloud Manager.

Cradlepoint offers 4G LTE Wireless Failover for business continuity. If a wired connection goes down, the Cradlepoint solution seamlessly picks up with the signal strength and bandwidth that retailers need for business as usual. As an added value, Cradlepoint solutions offer Out-of-Band Management (OOBM) so that network administrators can get the primary connection up and running without sending personnel onsite.

SUCCESS STORY: UNITED OIL

United Oil, a retail gas company with more than 120 locations, used DSL connections at its stations for their Point-of-Sale system, employee applications, ATMs, pump sensors, and inventory control. The costs for their DSL varied dramatically between stations. The company needed to ensure that they had sufficient bandwidth to run the many custom applications they had developed, including a cloud-based time keeping system, a centralized back office system used to control POS and product promotions, and an inventory control system.

United Oil deployed Cradlepoint Primary Connect solutions for cost-effective connectivity. Pairing Cradlepoint’s solutions with 4G LTE service, the stations now have sufficient bandwidth to run all their applications and the company no longer uses wired connections at most facilities. With Cradlepoint’s centralized remote management software, United Oil’s IT department monitors and troubleshoots connectivity issues remotely without sending an IT employee on site.

“We’ve identified a way to not only optimize the technology in almost all of our stores but also to add more money to our bottom line in the process.”

–BILL DE LA ESPRIELLA, UNITED OIL DIRECTOR OF TECHNOLOGY
ENTERPRISE CLOUD MANAGER

With Cradlepoint’s Enterprise Cloud Manager, Cradlepoint’s network management and application platform, network administrators can manage thousands of deployments from one central location, and rest easy knowing that even without on the ground support, data stays safe and the network keeps running. Improve productivity, reduce costs, and enhance the intelligence of your network and business operations.

Enterprise Cloud Manager’s robust user interface and analytics help automate security configurations and checklists, simplifying security management and PCI compliance. Built on a RESTful API, this enterprise-grade platform includes integrated cloud-based security solutions for web filtering and anti-malware for managing threats at your Network’s Edge.

Configure devices by groups or individually, and update firmware easily with a few clicks for zero-touch at installation.

Easy-to-use network analytics help optimize WAN traffic, improving network performance and the quality of experience at the Edge. Monitor device statuses in real time and set proactive alerts for optimized 3G/4G/LTE data usage, data pooling among locations, and network uptime.

UNIFIED THREAT MANAGEMENT & BEST-IN-BREED SECURITY APPLICATIONS

SECURING THE EDGE: PARALLEL NETWORKING & PCI COMPLIANCE

To reduce the scope of PCI Compliance, Cradlepoint’s 3G/4G/LTE routers enable parallel networking, which keeps credit card and other sensitive data completely separate from other applications and third-party networks. In contrast to segmenting a single network, creating multiple parallel networks is a relatively simple solution. Separate applications such as guest WiFi, POS, third-party applications, and other store applications are assigned completely separate networks, or “air-gapped” networks. This physical separation of the network prohibits attackers from using a compromised device to pivot to other servers and networks, including those that hold sensitive data.
In addition, Cradlepoint’s Enterprise Cloud Manager helps enable network PCI Compliance, and when properly configured, monitored, and maintained, Cradlepoint devices meet the requirements of PCI DSS 3.0. Enabling features include:

+ Network segmentation
+ Stateful firewall
+ MAC/IP/URL filtering
+ Authentication/encryption
+ Event logging, event alerts, time synchronization, and configuration/upgrade management

DEEP VISIBILITY: CP SECURE THREAT MANAGEMENT

For retail enterprises, it’s not a question of if hackers will target you, but how you’ll respond when they do. Powered by Trend Micro's industry-leading Deep Packet Inspection (DPI) engine, CP Secure Threat Management is a comprehensive intrusion prevention (IPS) and intrusion detection system (IDS) that can be deployed instantly through Cradlepoint Enterprise Cloud Manager.

CP Secure Threat Management features include:

+ IPS/IDS engine with deep visibility to network packets for powerful protection against both server-side and client-side vulnerabilities
+ Deep Packet Inspection (DPI)
+ Signature matching from Trend Micro's large database of known threats
+ Anomaly traffic detection & prevention
+ Malware protection
+ Intelligent, automatic signature updates that minimize data usage
SECURE IN THE CLOUD: ZSCALER

It's no longer enough to be secure on the network. The proliferation of cloud applications means that the scope of security work for retail enterprises has never been bigger. Combined with Cradlepoint cloud-managed networking solutions, Zscaler Internet Security enables enterprises to embrace cloud applications and mobility, while delivering a superior user experience. Configured in minutes, Zscaler Internet Security leverages the threat intelligence harnessed from the Zscaler cloud. Now any business, regardless of size, can connect to the Internet with confidence.

CRADLEPOINT ADVANTAGES

+ Deploy multiple wireless backup connections to help you achieve maximum uptime
+ Easy-to-use network analytics help optimize WAN traffic, improving network performance and the quality of experience at the Edge
+ “Cut-the-Wire” for combined high-speed 4G LTE networks from diverse carriers
+ Best-in-breed security applications for UTM and PCI DSS 3.0 Compliancy
+ Flexible solutions that provide a lower total cost of ownership
+ Agile networking solutions for instant networks anywhere, anytime
+ Manage the intelligent network through Cradlepoint’s cutting-edge platform, Enterprise Cloud Manager
+ Ultimate WAN Diversity™ to consolidate network hardware and management

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