

Graphiant for Retail – Transforming Connectivity for Agile, Secure, and Scalable Networks

SOLUTION BRIEF

The retail industry is rapidly evolving, driven by the need for real-time customer insights, seamless omnichannel experiences, and secure, reliable transaction processing.

Traditional networking infrastructures often fall short of meeting these demands, struggling to provide the agility, security, and scalability that modern retail environments require. Graphiant offers a cutting-edge network solution designed to address the unique challenges of retail, enabling businesses to thrive in a fast-paced and competitive market.

Challenges in Retail Networking

1. Ensuring Secure Transactions and Data

Compliance

- a. Protecting sensitive customer data and payment transactions.
- b. Meeting industry regulations like PCI DSS and regional compliance mandates such as GDPR.

2. Omnichannel Integration and Scalability

- a. Seamlessly connecting physical stores, warehouses, and online platforms.
- b. Rapidly onboarding new store locations, fulfillment centers, or pop-up outlets.

3. Cost Efficiency and Operational Simplicity

- a. Reducing costs associated with legacy MPLS and other traditional network models.
- b. Managing growing data demands from IoT devices, real-time inventory systems, and advanced analytics.

Graphiant's Retail Solutions

1. Enhanced Security

- a. Zero Trust Security Model: Provides continuous verification of users, devices, and applications to protect sensitive customer and business data.
- b. End-to-End Encryption: Safeguards data in motion across retail networks, ensuring secure transactions and communications.
- c. Micro-Segmentation: Restricts lateral movement of potential threats, isolating traffic between stores, suppliers, and systems.

2. Agile and Scalable Networking

- a. Dynamic Connectivity: Enables secure, rapid connections for new stores, fulfillment centers, and third-party logistics providers.
- b. Cloud-Native Integration: Integrates hybrid and multi-cloud environments, ensuring seamless omnichannel operations.
- c. Centralized Management: Streamlines network operations with a single-pane-of-glass management interface, reducing IT complexity.

3. Cost Optimization

- a. Consumption-based Pricing: Provides a cost-effective model, where customers pay for what they use and eliminating large upfront investments.
- b. Bandwidth Optimization: Efficiently supports bandwidth-intensive applications, such as video surveillance, digital signage, and AI-powered analytics.
- c. Simplified Operations: Reduces costs by eliminating the need for complex legacy infrastructure.

Use Case:

National Retail Chain's Digital Transformation

Challenge

A national retail chain needed to modernize its network to support a growing number of stores, deliver secure omnichannel experiences, and maintain compliance with PCI DSS. The existing MPLS network was expensive, rigid, and unable to scale effectively with the business.

Solution

Graphiant's Network-as-a-Service (NaaS) provided a secure, agile, and cost-effective solution. The retail chain replaced its MPLS infrastructure with Graphiant's platform, connecting stores, warehouses, and online operations seamlessly.

Results

- **Reduced Costs:** Achieved a 40% reduction in networking expenses by adopting a consumption-based pricing model.
- **Enhanced Security:** Implemented Zero Trust architecture, ensuring compliance and protection for customer and business data.
- **Improved Agility:** Each location's network was segmented and secured, ensuring that any potential breach would be contained without impacting other locations or systems.
- **Optimized Operations:** Delivered high-performance connectivity for IoT-enabled inventory tracking, in-store analytics, and digital shopping experiences.

Why Graphiant for Retail?

Graphiant empowers retail organizations with a future-ready networking platform designed to support:

- Secure and compliant operations to safeguard customer data and transactions.
- Scalable and agile connectivity to meet the demands of an omnichannel environment.
- Predictable costs with measurable ROI, enabling reduced operational expenses and better budget management.

Conclusion

In an industry where customer experience, security, and operational efficiency are paramount, Graphiant provides retailers with the tools to succeed in a digital-first world. By transforming traditional networking into a secure, scalable, and agile infrastructure, Graphiant helps retail businesses optimize performance, reduce costs, and deliver exceptional customer experiences.

For more information or to schedule a demonstration, visit <https://graphiant.com/schedule-a-demo>.

[Graphiant Demo](#)