

## Solution Brief

# Retail Digital Transformation

Delivering omnichannel high definition performance visibility for increased customer experience and retail transaction security

### It's all about customer experience KPIs

Digital transformation has paved the way for new retail business models to flourish, with the rise of new direct-to-consumer (DTC) e-commerce brands like Warby Parker and Dollar Shave Club.

In an increasingly competitive landscape, brands are under pressure to deliver personalized customer experiences that cater to the evolving needs and expectations of increasingly skittish shoppers. Often times, this means using digital tools to ensure a seamless merge between online and in-store experiences.

As an example, Target revamped both its online and in-store experiences, using the cloud to improve its online experience, and remodeling stores to provide the same level of convenience as it does online.

In the past, customer experience has been a company-wide effort, with marketing and sales teams developing and driving the strategy. But as companies evolve to keep up with the growing demands of digital transformation, this responsibility has largely shifted to the purview of the CIO.

Accedian conducted a survey in conjunction with Vanson Bourne of 400 enterprise IT decision makers in organizations of more than 1,000 employees in the UK, France, and the US, in order to examine the impact of digital transformation and cloud migration on the role of the CIO.

And the surveyed CIOs said ...

## 100%

feel at least slightly, partially or completely responsible for customer service excellence

## 33%

feel they have access to the right tools, resources and capabilities to deliver on customer experience KPIs, but feel they require more resources to deliver a positive customer experience

## 43%

say that migrating IT environments to deliver industry-leading performance and positive customer experiences is a top priority in the coming two years

In the changing retail landscape, CIOs must possess an understanding of the customer experience at the deepest application level and have access to a wide variety of performance data in order to monitor physical and virtual digital environments, hosted in private, public or hybrid infrastructures. Additionally, IT teams need to know where performance degradations are happening in order to improve the overall customer experience.

In order to stay competitive, retailers must keep in mind these new business and technological considerations required by digital transformation. Implementing a full-stack solution with comprehensive visibility into the entire digital landscape for CIOs and IT teams is crucial for delivering a positive customer experience in the new customer-centric environment.

## Cyber criminals like Black Friday!

Black Friday is the time where retailers make their biggest profits and see the highest sales volumes of the year. Expectations for success are high. Hopes are also high that disruptions will not occur.

But lurking behind the scenes are potential unknown performance problems that can disrupt and even prevent e-commerce transactions from being completed. Worse yet, cyber criminals also become more active during the Black Friday season, attempting to take advantage of the high activity level to exploit vulnerabilities and steal identities, credit card numbers, and anything else of value.

Cyber criminals hope that with all the Black Friday mayhem, their activities will hardly be noticed or may just be written off as acceptable losses in the face of much higher profits. Customers, however, don't see it like that. They expect retailers to provide unbreachable ecommerce security while still ensuring outstanding performance.

What can ecommerce vendors do? After all, they've moved their apps to the cloud to increase infrastructure elasticity during peak demand. They've also taken advantage of endpoint and firewall technology wherever possible.

What they lack is complete 100% visibility for transaction performance and security – especially in the cloud. The single source of truth for everything taking place for a transaction is the network. Performance across the many tiers of ecommerce applications is defined by communication from the user endpoint, across all the service tiers used in the transaction, including the transaction databases, and back. If you can't see a complete picture about all the transaction "hops" for every transaction, you won't be able to diagnose where a performance problem or security issue is occurring.

They also require performance and security analytics, to ensure that issues that arise are indeed issues and well vetted. Analytics using machine learning, which evaluate patterns, historical data, and other factors reduce the amount of 'false positives' that you need to chase after.

## Accedian Skylight's key benefits for retail

Accedian Skylight provides 100% visibility for all retail transactions, no matter where they're located. Its sensors examine all network traffic, turns it into incredibly efficient metadata, and combines it in real-time with stored historical data to fuel machine learning-based analytics that keep your ITOps and SecOps continually informed about the state of your ecommerce ecosystem.

### Ensure great in-store and online customer experience with omnichannel high definition performance visibility

By continuously monitoring IT production systems in data center, clouds, and branch offices, Skylight enables IT teams to identify and resolve network and application performance degradations before end users or customers notice and report them, ensuring a great customer experience.

### Reduce risk in your data center migration and critical IT projects

Retailers can leverage Skylight's network and application performance monitoring, before, during and after changes, roll outs, migrations, and digital transformation projects to provide a benchmark for performance, understand system dependencies, discover errors early on, and proactively evaluate the impact on the end-user experience.

### Increase operational efficiency

Skylight unites IT teams and business units with a common understanding of where and why problems occur, and how application delivery can be improved to ensure the best end-user experience. It breaks down silos and introduces collaborative DevOps ways of working.

### Protect PoS transactions against cyber-attacks

Accedian's Skylight powers a next-generation intrusion detection offering that not only provides information about cyber-attacks, but also provides the answers and actions to stop attackers that are already in your network. The bad actors inside your perimeter! The Skylight powered Security app for Splunk provides you with full security visibility by monitoring both East-West and North-South traffic for security within the cloud, data center, hybrid, and enterprise core and edge.

## About Accedian

Accedian is the leader in performance analytics and end user experience solutions, dedicated to providing our customers with the ability to assure their digital infrastructure, while helping them to unlock the full productivity of their users.

Learn more at [acedian.com](https://www.acedian.com)