As retailers around the globe look to embrace the digital experience, they are increasingly realizing the importance of the enterprise network as a critical enabler of digital-native initiatives.

The Shift to Digital Transformation is Driving Investments in New Platforms

Prior to the 2020 economic crisis, retailers were focused on the challenges associated with digital transformation (DX) efforts and the critical link between managing their networking needs and focus on customer-centric DX initiatives. As a result, many retailers listed investments in networking infrastructure as the top priority.

In a 2018 survey, we asked retailers about the top three concerns with managing their network today:

- 45% Network capacity
- 44% Inability to efficiently scale
- 40% Network security

What are the factors driving your organization’s decision to adopt a Network-as-a-Service (NaaS) model?

- 30% Need to expand network capacity
- 25% Network security
- 20% Inability to efficiently scale

NaaS is defined as network infrastructure hardware, software, management and licensing components consumed in a flexible consumption model.

NaaS represents a way for retailers to get access to new networking technology, to more rapidly respond to the uncertain economic environment and to be more agile and dynamic.

Retailers are focused on making investments in their networking technology, to more rapidly respond to the uncertain economic environment and to be more agile and dynamic.

As retailers around the globe look to embrace the digital experience, they are increasingly realizing the importance of the enterprise network as a critical enabler of digital-native initiatives.

Message from the Sponsor

IDC predicts by 2022, a major retailer will announce a completely reimagined, almost completely touchless, contactless in-store experience, leveraging voice activation and gesture- and motion-sensitive technologies.

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About the Research

This infographic was produced by Aruba, a Hewlett Packard Enterprise company. Aruba is a leading provider of IT networking solutions and services for businesses, enabling enterprises to adopt digital transformation initiatives. This report is based on an IDC survey of retail organizations.

Data-driven insights for leaders in the network evolution, digital and business transformation space.

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