

6 strategies to support secure and reliable retail networking



Integrated cloud networking: SASE/SD-WAN and NaaS

SD-WAN, SASE, and Network as a Service (NaaS) offer better network security and speed. SD-WAN ensures uptime by routing traffic across multiple transports like LTE, Wi-Fi, and MPLS. SASE combines SD-WAN networking with cloud-based security. NaaS virtualizes networks and offloads IT burden.

CBTS designs best-of-breed solutions for our customers, regardless of where the tool or service originates.

[Learn more: Ten essential benefits of a managed SASE solution](#)

Streamlined communications: UCaaS/CCaaS

Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) are vital for retail communication. These cloud-based solutions enhance collaboration tools and customer service. The trend in recent years is to unify the two—selecting the right technology partner is vital to smooth implementation and integration.



CCaaS solutions such as CXsync from CBTS allow your agents to connect with customers in the channel of their choosing, whether voice, chat, SMS, or chatbot.

[Learn more: CBTS drives communications solutions for retailers](#)



Experiential shopping and direct to customer

Retail storefronts are changing. They are no longer just sales hubs but have transformed into experiential spaces that connect emotionally with customers. The goal is to create a positive experience that will drive purchase intent and build brand loyalty. To achieve this, some retailers and brands are experimenting with new approaches such as subscription models, contact-free payments, and register-less stores.

CBTS is the premier provider of application services and emerging technology solutions.

[Learn more: Achieve your business objectives with a comprehensive IT roadmap](#)

Smart warehouses and supply chain visibility

Warehouse as a Service (WaaS) integrates IoT, cloud, mobile, and automation technologies to create a unified view and control for inventory and warehouse management.



CBTS implements and integrates the solutions that power next-generation warehouses, inventory management, and supply chain visibility.

[Learn more: Enhanced supply chain security and optimization through cloud computing](#)



Customer data protection

In zero trust architecture, organizations never assume trust for a user, device, or identity. Instead, all user traffic must be explicitly verified to ensure security. Moreover, data compliance regulators have become stricter towards retailers who experience data breaches. By ensuring compliance, businesses can avoid expensive fines and legal action.

CBTS security consultants provide security assessments, penetration testing, and compliance guidance based on years of industry-specific experience.

[Learn more: How to secure your data by implementing a zero trust architecture](#)

Automation: AI, ML, and voice commerce

AI-powered automation has become a driving force in the retail industry, leading to innovative solutions in various areas. With the help of natural language processing (NLP) technology, customers can now effortlessly make purchases through chatbots or voice assistants like Alexa on their smart speakers or mobile devices. AI continues to drive innovations in supply chain management, business intelligence, next-gen security solutions, and many more areas.

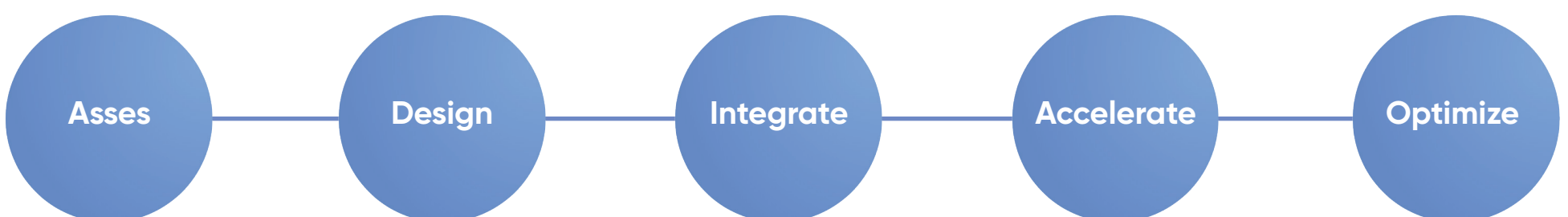


CBTS is a premier solution provider for Red Hat, AI, and other automation platforms.

[Learn more: Improving automation and agility with CBTS advanced automation on Red Hat Ansible](#)

The CBTS process:

- CBTS begins by assessing and understanding your organization's needs.
- Our experts design and plan the solution, delivering a detailed process roadmap.
- With phased rollouts, proof of concept creation, and testing, we ensure minimal downtime as your new system launches.



Contact us to learn how CBTS can help you design and support the retail storefront of the future.

The future of business is hybrid. Now, more than ever, companies need a trusted technology partner. CBTS has the collective experience and depth of knowledge to optimize your organization's hybrid workplace for maximum efficiency.

Contact us today.