

SECURELY SOARING TO THE CLOUD

Safeguarding Business and Customer Data Through Cloud Migration



In today's competitive retail environment, retailers are moving their data to the cloud to modernize and streamline their processes and also to create better customer experiences.

The advantages of moving to the cloud are numerous —from driving more efficiency in store operations to enhancing collaboration among their team members. Cloud computing can transform businesses and reduce their reliance on physical infrastructure.

Retailers also face growing pressure to take advantage of new cloud-based tools such as cloud-based point-of-sale systems and IoT platforms that can help them grow their business and improve productivity.

Although migrating to the cloud comes with some big advantages, it also can create challenges, particularly when it comes to keeping data secure. Retailers collect a lot of data, including confidential consumer data, and that needs to be kept secure at all costs.

Many retailers have had to contend with a growing wave of sophisticated cybersecurity attacks. Not only do cyberattacks result in downtime and lost productivity, they can also result in huge financial losses and damage to the retailer's reputation.

That's why it's critical that retail companies pick technology partners that can protect their data and establish robust security systems to keep both business and customer data secure.

Markets and Markets Research predicts that the retail cloud market will grow from a **\$47 billion business in 2023** to a **\$114.9 billion business by 2028** with a compound annual growth rate of **19.6%**.



Frontier's Managed Security product, which is part of Frontier's Managed Network Services (MNS), will assist retailers with their data security so they can have peace of mind.

Frontier's Managed Security provides customers with a trusted firewall to protect against online threats and a client VPN for secure remote file access. Plus, in the event there is an issue, the client is instantly notified so immediate action can be taken.

Keeping connected at all times

Although security must be top-of-mind for retailers, businesses also must have reliable and secure internet connectivity because without it, sales can't be made and inventory can't be delivered. This leads to lost revenue and a deterioration in customer confidence.

The Covid-19 pandemic highlighted the importance of reliable connectivity and the need for businesses to protect themselves against disruptions and outages. According to Uptime's 2022 Data Center Resiliency Survey, one in five organizations say they **have experienced a "serious" or "severe" outage** in the past three years. The organization defines severe or serious outage as one that results in significant financial losses, reputational damage or compliance breaches.

Frontier's MNS portfolio of services can help retailers feel confident in the resiliency of their connection. Frontier's Managed Dedicated Internet Access guarantees 99.99% circuit availability and with added enhancements such as Frontier's Managed Cellular Failover, which will automatically failover the business' Dedicated Internet to a secondary cellular connection if the Managed Dedicated Internet service is down. In addition, Managed Cellular Failover provides unlimited data, optimized cellular signal coverage, and encryption so that data is protected during the outage.

Efficiency is paramount

Moving to the cloud is intended to create efficiencies but without network reliability, those efforts are at risk. With competition higher than ever before, retailers need to make sure that their network is reliable and disruptions are minimal. Customers will not tolerate slow or faulty point-of-sale equipment and employees need reliable connectivity to do their jobs.

Frontier's MNS allows retailers to maximize their productivity because it monitors the network performance and ensures bandwidth is allocated efficiently. Retailers also can tailor their internet connectivity with the managed service enhancements that they need.

In addition, Frontier's Managed Wi-Fi, an MNS Service Enhancement, provides a fully managed, robust indoor/outdoor Wi-Fi coverage (up to 10,000 square feet). Managed Wi-Fi delivers a separate private and guest Wi-Fi network with a customizable guest log-in screen and guaranteed security for all end users.

All of Frontier's MNS offerings—Managed Dedicated Internet, Cellular Failover, Managed Wi-Fi and Managed Security — are closely monitored with a single-pane-of-glass dashboard that offers visibility into the entire IT environment and the cloud infrastructure. Frontier's MNS is powered by Cisco Meraki, operator of the industry's largest-scale cloud networking service and a Gartner Magic Quadrant Leader.

Retailers face a lot of pressure today. By working with Frontier's Managed Network Services, retailers can have peace of mind about their network reliability and data security and focus on keeping their customers happy and their businesses running efficiently.

Ready to learn more? Discover how Frontier's [Managed Network Services](#) can help your business improve operational efficiencies.

