

FOUR REASONS RETAILERS NEED TO REACH FOR THE CLOUD



The hybrid cloud market is estimated to grow from **\$25.28 billion in 2014** to **\$84.67 billion in 2019.**¹



Today's savvy shoppers are pushing retailers to become more agile.

The cloud provides the agility today's retailers need to compete in a fast-moving environment. By moving store operations to the cloud, retailers can improve data security, deliver cost savings and increase customer satisfaction.

This infographic outlines **four reasons** retailers should be reaching for the cloud.

1. Centralize And Secure Customer Data

Data breaches are on the rise, and shoppers have noticed.

The good news for retailers: Many cloud solutions provide increased security measures that help combat future data-based crime.

\$8.6 MILLION =

The average annual cost of cyber-crime to retailers in 2014, **more than double** the previous five-year average.²



65%

of customers say they would never or would be unlikely to shop at a retailer that had experienced a data breach where financial data was stolen.³

74%

of retailers prefer private cloud solutions because they provide better security and more control over assets and data as compared to public cloud solutions.⁴

2. Quickly And Easily Shift Store Operations To The Cloud

By tapping the cloud,

retailers can centralize systems and gain access to real-time information to improve personalization efforts. Centralizing store systems in the cloud also helps provide a lean, agile store environment by removing software and hardware burdens on each individual store.



73.8% of retailers expect to have at least some **services moved to the cloud** in the next five years.⁵

Top five ways retailers are using the cloud to drive business transformation:

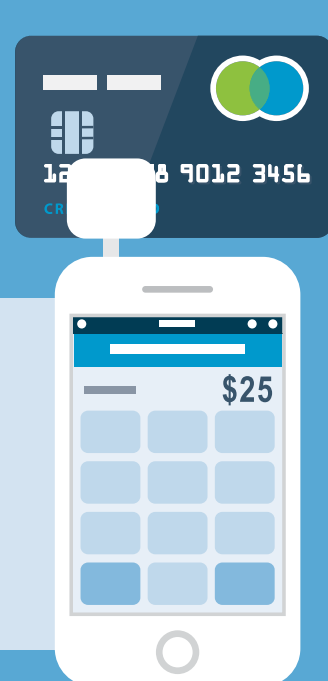
1. Drive cost efficiencies **49%**
2. Better enable mobile workforce **42%**
3. Improve alignment with customers/partners **37%**
4. Better leverage data to provide insight **35%**
5. New product development/innovation⁶ **32%**

3. Change The Game With Cloud-Based Mobile POS

Implementing cloud-based mobile POS can deliver cost savings while reducing in-store liabilities.

These systems also **improve customer experiences** by facilitating quick checkout. Retailers benefit from access to real-time information that these POS solutions can deliver.

The mobile POS market is **worth \$7.8 billion** worldwide.⁷



Mobile POS will grab **12.4%** of traditional POS shipments in North America by 2016.⁸



Mobile POS implementations are predicted to increase in **287%** in two years.⁹



24% of retailers say implementing mobile POS is one of their top three priorities.¹⁰



4. Deliver Truly Seamless Shopping Experiences



Shoppers also benefit when retailers migrate to the cloud.

Successful implementations can unite retailers' brick-and-mortar, e-Commerce, mobile and social initiatives at each touch point – providing a seamless omnichannel experience.

95%

of consumers say they frequently shop at both a retailer's brick-and-mortar store and its website.¹¹

38%

of customers desire a better seamless shopping experience.¹²

73%

of consumers have experienced price and promotion inconsistencies between a retailer's brick-and-mortar location and its website, leading 28% to start shopping at a competitor.¹³

44% of retailers depend on cloud solutions to improve interactions with customers, suppliers and partners.¹⁴

The great cloud migration in retail already has begun.

The cloud offers a secure environment that can handle store systems with increased agility and reduced costs, while providing actionable intelligence in real time. Retailers that undertake this migration also create better experiences for customers across all channels. Head to the cloud and start winning customer loyalty and increased revenue!

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