



ONLINE SHOPPING IS CHANGING RETAIL

Consumer retailers must incorporate new, targeted, more interactive online sales and advertising channels to increase in-store activity and sales and deliver a high-value, personalized shopping experience that beats competitive e-commerce offerings.

Industry trends

Shoppers today are engaging in online activity, either before going to a store to make a purchase (“webrooming”) or buying products via an e-commerce site after visiting a store (“showrooming”). Increases in online shopping activity, along with consumer expectations for personalized shopping experiences and offers, are forcing retailers to integrate their stores with multi-modal capabilities to ensure a consistent and seamless shopping experience. Key industry trends include:

- Webrooming and showrooming are increasing—contributing to the rise in retailer e-commerce sites to complement brick and mortar stores
- Large online discount retailers and the peer economy are offering more competitive pricing
- Social media has become a critical tool for buyers seeking information on products and services
- Consumers expect personalized offers to be “pushed” to their smartphones
- Programmatic advertising spending is increasing

78% of shoppers are researching online before heading to a store¹. Retailers need to merge online and in-store shopping experiences.



Lack of information integration across logistics, store operations and customer experience business processes is creating the following business and technology constraints:

Business constraints

- Decreasing in-store traffic and increasing online competition are shifting volumes from in-store to competitor online sales
- Retailers need to competitively target consumers' personal buying interests, requiring real-time insights into increasing amounts of customer data
- Multiple suppliers, retailers, social media and mobile marketers/advertisers need to converge and integrate online to create real-time advertising and personalized customer offers

Technology constraints

- The lack of a scalable e-commerce architecture is making the transition to online mobile shopping unsustainable
- Slow communications between customer data and retailers impact customer personalization, satisfaction and loyalty
- Centralized inventory control and distribution systems make it difficult to provide real-time supply-chain product delivery
- High latency impacts the success of programmatic advertising bidding

Conclusion:

Retail businesses need to be more consumer-centric and build a personal relationship with customers—then use integrated channels (social, mobile, web) to deliver products/services to them however and wherever they want.

Conclusion:

IT organizations need a distributed platform for IT delivery and interconnection to integrate social, mobile, data, analytics and cloud to create a more responsive and interactive infrastructure.

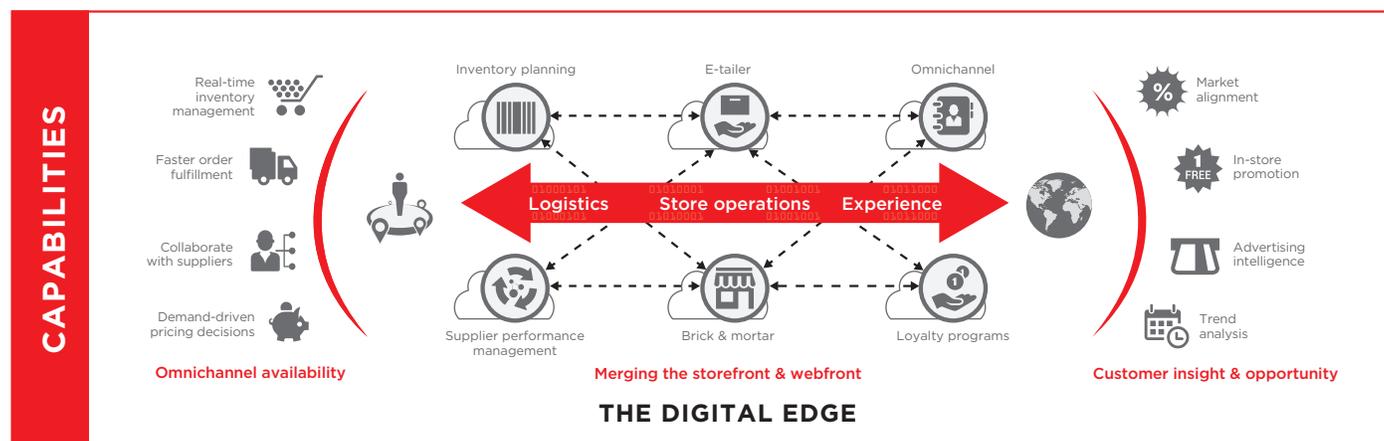


EQUINIX

WHERE OPPORTUNITY CONNECTS

1. Accenture, “The Seamless Consumer Retail Survey,” 2014.

Constraints become capabilities when infrastructures shift from being siloed and fixed to integrated and dynamic.



Business and technology need to change. To expedite this transformation and meet the growing digital demands, consumer retail businesses must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.

Business-enabled

- More accessible online buying opportunities, integrated with in-store shopping, open new revenue channels and increase profitability
- Data-driven profiling that leverages customer and market insights can help retailers predict what consumers will want to buy
- Real-time, targeted customer advertising and personalized offers create greater customer loyalty and retention

Technology-enabled

- Re-architecting the network integrates more interactive and agile digital technologies
- Accelerated communications between data and analytics delivers greater real-time consumer insights and business intelligence
- Locating interconnection hubs close to stores, suppliers and distributors enables instant supply chain collaboration
- Programmatic advertising bids and intelligence leads to a greater number of real-time advertisement placements

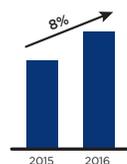
The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.

How interconnection and Equinix accelerate digital business and technology transformation

- **Shorten the distance** between your applications and data, customers, employees and partners
- **Localize traffic and services** across all the locations and markets you need to reach and regionalize services globally
- **Integrate and deliver via ecosystem exchanges**, leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- **Locate data and analytics closer to users** for improved response times and distributed scale, reducing the amount of data traversing networks

The Equinix ecosystem advantage

Equinix is where consumer retail firms, partners and customers come together and leverage an Interconnection Oriented Architecture™ (IOA™) that enables them to harness the power of direct and secure interconnection. The Equinix consumer retail ecosystem consists of more than 81 companies worldwide, 1,400+ networks, 2,500 cloud and IT service providers and more than 8,000 global businesses.



81 companies experienced 8% year-over-year customer growth

5 of the top 15

Five of the top 15 consumer retail companies use Equinix as their global interconnection provider of choice

Architect your digital edge on Platform Equinix™

Consumer retail businesses need to re-architect their IT infrastructures on a platform that supports dynamic bandwidth and connectivity to enable the analytics and control needed to provide the merged storefront and webfront. They need to put interconnection first in their digital IT transformation strategies. A sure path to that goal is to harness the power of an IOA on Platform Equinix.



Plan your digital platform with the **IOA Knowledge Base**, an open repository of blueprints and design patterns based on the best practices of market leaders across more than 600 production implementations. The IOA Knowledge Base has codified solutions to business and technology constraints. Visit Equinix.com/ia to learn more and see how your infrastructure can transform to meet the needs of your business.

Packet Fusion

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PACKETFUSION



Connecting the Dots to the Cloud