

RETAIL & E-COMMERCE

SASE, THE GAME-CHANGER



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Challenges in the Retail Field Today:

The retail industry depends on **cloud applications** for inventory management, sales, customer engagement and e-commerce. However, legacy WAN architectures struggle to provide efficient and secure access to these applications. This complexity, combined with a **wide range of third-party vendors and suppliers** to whom retailers rely on, increases the attack surface. The vulnerabilities created by the **use of IoT devices** along with the **vast amounts of customer data** handled by retailers, make them prime targets for cyberattacks. Additionally, another challenge that retailers may face is **latency and bandwidth issues** when accessing cloud services, particularly during seasonal traffic spikes. Meanwhile, customers expect **fast and secure shopping experiences**; any downtime or security breaches can severely undermine their trust and ultimately impact revenue.

The Solution:

In the retail sector, **SASE** stands out by delivering **secure and high-performance connectivity** that allows a **high-quality user experience**. It centralizes security policies across both physical stores and online channels, ensuring robust protection for sensitive payment information. With enhanced security measures in place, SASE fosters greater **customer trust**, making it an ideal choice for retailers looking to thrive in today's digital landscape.

SASE's Benefits



Uniform security for distributed retail locations:

SASE applies consistent security policies across all stores, protecting customer data and brand integrity across regions.

Protection for payment data in POS systems:

It secures customer payment data by connecting POS terminals directly to the cloud, meeting PCI-DSS requirements while preventing card data breaches.

SASE's Benefits



Efficient, fast transactions:

Low-latency network connections improve the customer checkout experience, whether in-store or online, minimizing delays that could impact sales.

Operational agility for seasonal traffic:

SASE automatically scales bandwidth and security resources to handle seasonal shopping surges or special events without compromising transaction security.

Do you need more info?

Contact a Neurosoft expert.



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