

# Are you overdue to refresh your retail technology?

Technology has become a fundamental part of modern retail, especially for brands with distributed, connected stores that are implementing new point-of-sale and smart technologies. Brands know they must enhance and protect their in-store and e-commerce customer experience to remain competitive — and do so quickly. The problem is that the pace of innovation doesn't slow down and capital demands continuously climb. How is a retailer to keep up?

## Top three 2025 retail technology trends<sup>1</sup>

- 1 Unified commerce
- 2 AI-enabled customer experiences
- 3 Advanced loss prevention and payment card industry compliance

**76%** of retail executives said in 2024 that they planned to increase their company's technology budget over the next 12 months.<sup>2</sup>

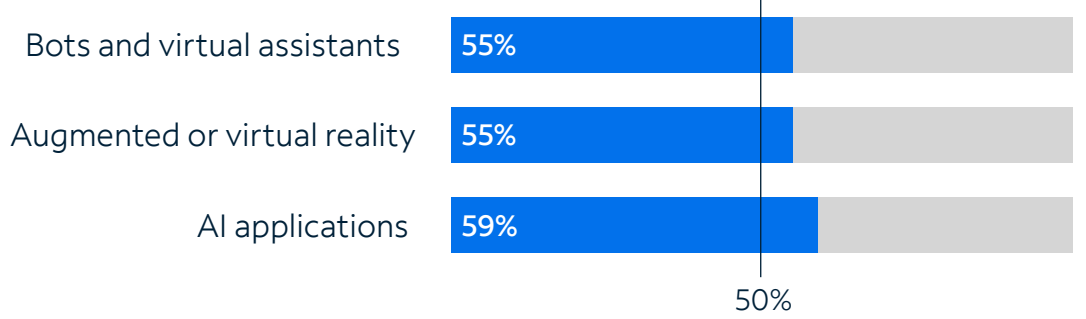
## Four key considerations for your next retail technology refresh



### 1. Are you delivering a frictionless retail customer experience?

- **Support consistent in-store and mobile customer experiences** with scalable, stable and reliable national network solutions.
- **Boost customer loyalty and sales** with frictionless shopping and delivery options.
- **Unlock customer insights in your data** with AI and machine learning.

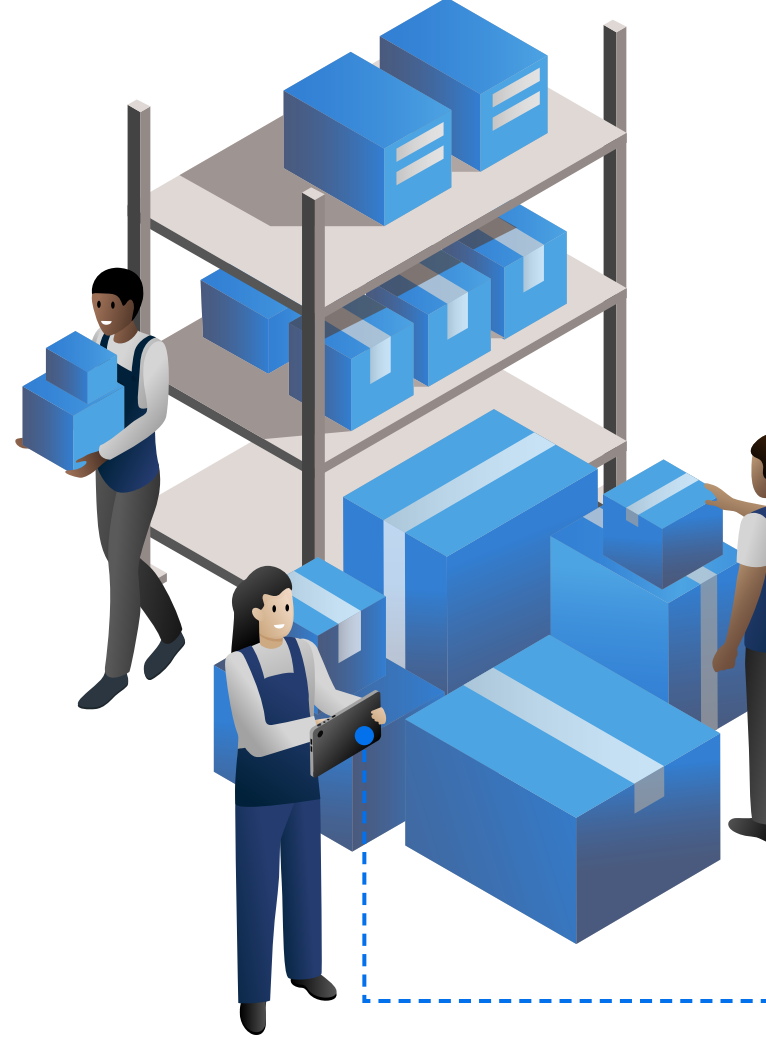
#### More than half of consumers want to use technology to shop<sup>3</sup>

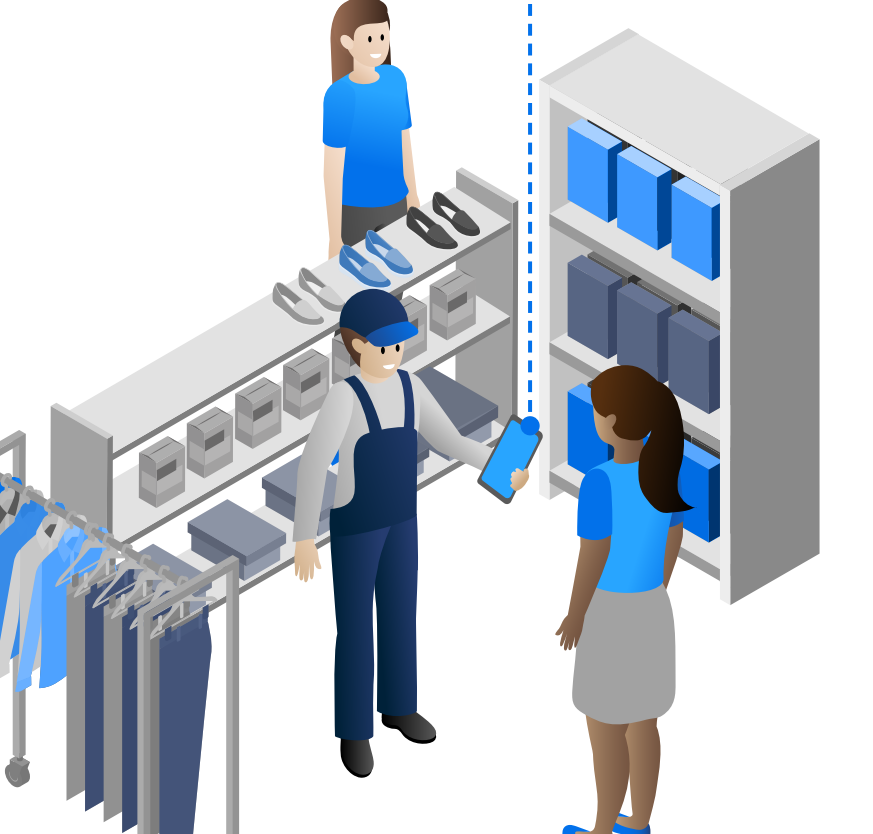


### 2. Is your connectivity reliable, scalable and fast?

- **Track inventory, reduce billing problems and enhance business coordination** by improving connectivity.
- **Take greater advantage of your data** with the right cloud and connectivity solutions.
- **Extend your network** across town, across the country and into the cloud with a dedicated, secure internet connection.

**49%** of retailers say they offer free WiFi to shoppers.<sup>4</sup>





### 3. Does your network meet speed and performance demands?

- **Simplify and improve network and application performance** at all locations with an integrated, secure software-defined wide area network (SD-WAN) solution.
- **Achieve faster access to information**, regardless of user or content location, with high-speed data network services.
- **Move away from complex, inflexible, expensive multiprotocol label switching (MPLS) services** at your pace by adopting a flexible, carrier-agnostic hybrid WAN solution.

**39%** of top-performing retailers are concerned that their existing technology doesn't meet the expectations of today's tech-savvy customers and employees.<sup>5</sup>

### 4. Is your business sufficiently protected?


- **Defend your network perimeter, cloud access, users and devices** with the security capabilities offered by an SD-WAN and secure access service edge (SASE).
- **Safeguard your apps, network and web properties** with distributed denial of service (DDoS) protection.
- **Help prevent physical security breaches and theft** with smart cameras and environmental sensors.


#### The average cost of a data breach for a retail organization<sup>6</sup>





## Benefits of working with a single provider to modernize


If you answered “no” to any of the four questions above, it could be time to update your technology. The good news is an experienced managed network services partner can help.

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Eliminate some costs and reduce others to decrease total cost of ownership (TCO).
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Enhance e-commerce cybersecurity and physical security with the latest solutions.
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Achieve peace of mind via service-level agreement guarantees, automatic technology updates and always-on support.
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Boost productivity with automation and quick, consistent connectivity to the internet, data centers and cloud providers.
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Relieve resource-constrained IT teams.

## Partner with Spectrum Business<sup>®</sup> for your technology refresh

Working with one trusted partner, retailers can move faster while reducing TCO, strengthening security and enhancing the experience of employees and customers. Our reliable, secure and enterprise-grade managed services, enterprise cloud services and connectivity services can be fully or co-managed to meet business requirements. Draw on professional integration services built around the optimal configuration for a retailer's needs and backed by 100% U.S.-based support, available 24/7/365.

[Learn more](#)

1. Lily Lopate, “[3 Retail Tech Trends for 2025](#),” BizTech, January 9, 2025.  
2. “[2024 Retail Technology Report: An Analysis of Market Trends, Buying Behaviors, and Future Opportunities](#),” Total Retail and NAPCO Research, September 2024.  
3. “[2024 Consumer Study: Revolutionize Retail With AI Everywhere](#),” IBM Institute for Business Value, January 2024.  
4. “[Levin Survey: Retailers’ Tech Investment Will Display at Midyear](#),” ROI-NJ, July 15, 2024.  
5. Brian Kilcourse and Steve Rowen, “[Why the Retail Store Won’t Survive as a ‘Tech-Free Zone’](#),” Retail Systems Research and Jumpmind, April 2024.  
6. “[Cost of a Data Breach Report 2024](#),” Ponemon Institute and IBM Security, July 2024.