Frontier
BUSINESS

FRONTIER CONNECT - CLOUD

CUSTOMER CONTEXT

Consumer retailers are blending new, targeted & interactive online sales and advertising channels with in-store experiences to increase sales and beat competitive e-commerce offerings.

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

1 Accenture, "The Seamless Consumer Retail Survey," 2014.

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"). The Growth 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

CONSTRAINTS
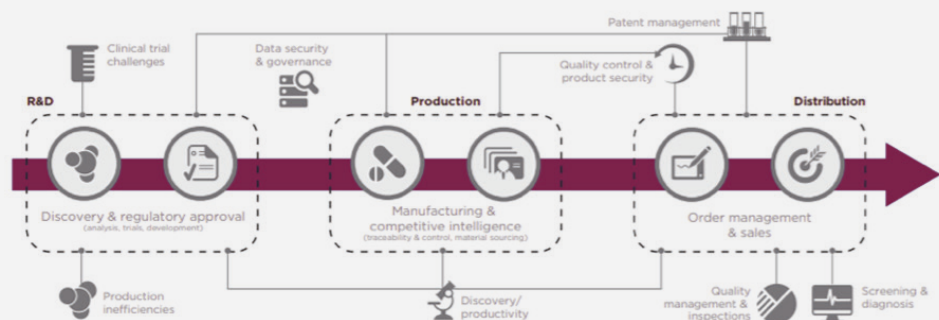
USE CASE
Retail

Lack of information integration across logistics, store operations and customer experience are creating the following numerous business.

BUSINESS CHALLENGES

- Respond to the decreasing of in-store traffic and the increase of online competition
- Need for real-time insights into increasing amounts of customer data
- Integrate new advertising channels to create real-time advertising and personalized customer offers

BUSINESS CHALLENGES

- Build a scalable e-commerce architecture to create a sustainable transition to online mobile shopping
- mplement new tools for CX analysis and interactive advertising in-store
- Enhance the flow of information to transform the customer experience
- Build a flexible inventory control and distribution systems make to provide real-time supply-chain product delivery

HOW FRONTIER CONNECT CLOUD ACCELERATES DIGITAL RETAIL

We offer a direct, secure, reliable & scalable connectivity to business-critical cloud services to enable the digitization of retail

- Shortening the distance between your applications and data
- Localizing traffic and services across all your locations and markets and regionalizes services across U.S.
- Leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- Locating data and analytics closer to users for improved response times and distributed scale, reducing the amount of data traversing networks

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