Island

The Path to Digital Transformation in Retail

Delivering a dynamic retail experience while protecting customers, employees, and critical applications and data

Technology has transformed the retail experience for shoppers and employees alike, with omni-channel customer engagements across digital, mobile, and in-person experiences. Competition and shifting consumer preference drives retail innovation, with leading retailers embracing solutions that provide a differentiated customer-centric experience. The employee experience, including onboarding, training, and enablement, are equally valuable to drive efficiency and boost engagement. Security remains a critical focus for all systems that interact with customer records, payment information, and critical business applications.

Top Challenges for Retail Companies

🔒 Security is paramount

Retail businesses face the unique challenge of managing large volumes of customer records and payment transactions distributed across each retail location. Robust security measures and continuous visibility across systems is critical to protect customer and business data.

👤 Flexible, Modern User Experience

Retail applications need to be fast, flexible, and available wherever they're needed. Traditional fixed point-of-sale systems are complimented by mobile phones or tablets to offer employees and customers maximum flexibility.

↗ Scalability and Efficiency

The technology backbone of any retail business needs to scale easily to accommodate expansion and sales growth. SaaS platforms are preferred, as they allow centralized administration and limitless scalability for a growing business.

👍 Employee Engagement

Hiring, onboarding, and retaining staff is a challenge across the retail industry. Creating a differentiated employee experience helps drive engagement and productivity. IT and Security leaders can optimize the digital employee experience and add value to the retail business.

🖥 Delivering a Differentiated Omni-channel Retail Experience

Technology platforms, smart integrations, data analytics, and employee engagement all serve to create a truly differentiated retail experience. In a hyper-competitive, low-barrier retail landscape, the businesses who create value for their customers will see positive returns.

The Stakes for Retail

Verizon Data Breach Investigations Report 2022
Verizon research shows that the retail industry faces a wide range of threats, with system intrusion remaining the top method of attack. Social engineering attacks are growing rapidly, emphasizing the importance of employee engagement and education.

IBM Security: Cost of a Data Breach Report 2022
According to IBM, the average cost of a data breach in the retail industry is $3.25M.

The Way Forward for Retail

Cyber security is critical for retail, as the volume of customer data and payment transactions will continue to attract malicious attackers. Beyond the defensive benefits of strong security, retail businesses have the opportunity to leverage technology and create a unique experience for both customers and employees alike.

Digital Transformation

Retail businesses can improve their employee and customer experience through smart digital transformation. A secure, flexible, frictionless digital experience that's available on every device builds the foundation for a differentiated retail experience. Employee onboarding, training, and ongoing education can be a competitive advantage.

Improve Visibility and Security

With customer data and payment transactions passing through retail systems, strong security is critical. Visibility is essential to govern how this data is accessed, by whom, and empower IT & Security teams to respond and adapt.

Leading the Way with Island, The Enterprise Browser
Island pioneered the Enterprise Browser – the ideal enterprise workplace, where work flows freely while remaining fundamentally secure. Island delivers complete control, visibility, and governance over the last mile of any web application interaction, while delivering a smooth, frictionless browser experience on any type of device.

With Island, retail businesses can address a number of critical use cases:

- Universal access from any device type: laptops, desktops, thin clients, smartphones, or tablets, with a familiar browser interface that requires no additional training for users.

- Protect sensitive data across all SaaS and web applications with integrated DLP, secure storage, and dynamic last-mile controls like screenshot protection, copy/paste control, and data masking.

- Manage privileged user accounts and protect critical back-end services, whether in the cloud, over SSH, or private web applications. Audit every privileged user interaction with complete visibility including screenshots, clicks, and keystrokes.

- Enable safe access by contractors or third-parties to web applications and data, with full audit records of every action and last-mile controls to prevent data leakage.

- BYOD or unmanaged device access with device posture assessment to allow application access only on safe devices that adhere to security policies.

- Safe browsing to block malicious content, phishing attempts, or other web-based threats and complete forensic logging to investigate incidents.

- User experience enhancements to improve employee onboarding, speed up common tasks, and automate business logic through robotic process automation.

Hear how Mattress Firm achieved a transformation of their retail point-of-sale experience using Island, the Enterprise Browser.

When you're ready, let's talk.