

# Retail has evolved – can your network keep up?

Australian retailers today face a complex, fast-moving environment where customer expectations, digital innovation, and operational demands are constantly evolving.

To stay competitive, modern retailers must be prepared to face four key digital challenges. And this is where a trusted network partner like **Nexon Asia Pacific (Nexon)** can help.



## AGILE



**Are slow, unreliable connections driving your customers away?**

Shoppers expect speed and convenience – but lagging checkout systems and slow-loading apps lead to abandoned carts and lost sales.



**Did you know?**

**60%** of organisations say omnichannel strategies improve engagement.<sup>1</sup>

**8 in 10** Australians shopped online in 2023 – and expect fast, smooth transactions.<sup>2</sup>



Retailers need scalable network infrastructure to ensure smooth operations across all stores and eCommerce platforms.

## SECURE



**Are you confident in your defence against cyber threats?**

Payment fraud and data breaches don't just cause financial damage – they erode trust and damage brand reputation.



**Did you know?**

**\$62,800** Cybercrime costs Australian medium-sized businesses \$62,800 per attack, on average.<sup>3</sup>



Advanced cyber security solutions protect payment systems, customer data, and business operations.



## CONNECTED



**Are disconnected systems breaking the omnichannel experience?**

Today's customers move seamlessly between apps, websites, and stores – but disjointed systems create confusion and frustration.



**Did you know?**

**42%** of consumers are omnichannel shoppers – they expect consistency everywhere.<sup>4</sup>



With a unified network architecture integrating all channels, retailers can deliver a consistent experience both online and in-store.

## FUTUREPROOF



**Is your legacy network limiting your opportunities for growth and innovation?**

AI-powered insights, real-time inventory updates, and smart checkouts require robust infrastructure. Old networks struggle to keep up.



**Did you know?**

**AI** AI-driven solutions are becoming essential for retailers wanting to enhance customer experiences and streamline operations.

**79%** of business leaders expect AI to transform their organisation by 2027.<sup>5</sup>



Today's retailers need a flexible network that supports AI, automation, and new retail technologies without constant upgrades.



### Does any of this sound familiar?

If any of these challenges are holding you back, Nexon can help. We're an Australian founded digital solutions provider that understands the dynamics and unique challenges of the Australian retail landscape.

We know retailers need a fast, secure, and adaptable network to keep up with changing customer expectations. We help organisations set up scalable, high-performance infrastructure that connects in-store and online operations, ensuring seamless transactions and a frictionless shopping experience.



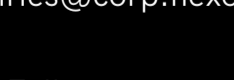
Harnessing our expertise in networking, cybersecurity, and digital transformation, we can help empower your organisation to become more efficient, more secure, and prepared for the future.

**Let us take the complexity out of digital transformation, so you can focus on what you do best.**

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*This infographic is sponsored by Nexon Asia Pacific and HPE.*

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