



AT A GLANCE

# Hybrid Work in Retail

## The Need for Strong Network Solutions

### INTRODUCTION

#### A new way of work

While the effects Covid-19 linger in daily life, there's no denying that some businesses have been advocating for a return to normality, while also allowing more flexibility in where employees choose to work. The pandemic undoubtedly demanded that the retail industry discover new ways to meet customer and employee expectations. Hybrid work solutions, blending remote and mobile work with periodic visits to corporate offices, stores, or warehouses, in a traditional "customer facing" industry, can help retailers survive and thrive.

### CHALLENGES

#### Delivering new initiatives during a time of recovery

Throughout the pandemic, retailers all over the world closed their doors to customers and reduced staff. They had to find creative ways of getting product into customers hands, attract and keep valuable employees, while also finding ways to cut costs. With many retailers implementing BOPIS (Buy Online, Pick-Up in Store), curbside delivery, mobile applications, and creating e-commerce sites for the first time, a strong, reliable, and secure network for frontline team members and corporate employees was, and continues to be, needed. Delivering the same network experiences, no matter the location, is important for continued success in today's environment. It is key to accelerate these types of digital initiatives for retailers that want to stay on the right side of the robust digital footprint gap, but they must have agile solutions in order to do so. Hybrid work practices can help.



## HYBRID WORK BENEFITS

Adopting hybrid work practices is one approach retailers can take to keep up with changing demands while offering many benefits. Flexible work locations, with secure access to corporate resources, allow employees to focus on new initiatives that help retailers compete, thrive, and evolve as they simultaneously deliver new safe in-person work and shopping experiences.

## BENEFITS FOR HYBRID WORK PRACTICES IN RETAIL

- **Office cost savings** by allowing employees, cost-center staff, and other corporate roles to work from home
- **Opportunity to widen the talent pool** by extending beyond the local area to fill corporate roles
- **Enabling “omni-associate” initiatives** provides hyper personalized customer service
- **Higher employee satisfaction** and less attrition
- **Enable creativity** by leveraging digital modern-day collaboration tools and practices
- **Safer in-person interactions** by leveraging tools that understand space utilization
- **Flexible, smart, and adaptable workspaces** within the corporate office
- **Seamless movement from home to office**, delivering a consistent network experience for employees, making work and application access simple and frictionless





## SOLUTIONS

### Work from anywhere with same secure network experience

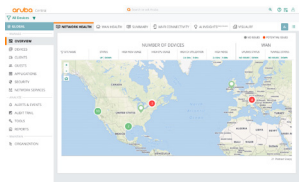
Aruba solutions **ensure the same strong network security and great application performance**, no matter the worker or shopper location. Retail organizations can be **agile and adopt new solutions faster** by maximizing and investing in cloud applications and IoT partnerships.



- **Home and “On the Go” Solutions** with Aruba’s EdgeConnect Mobile and EdgeConnect Microbranch solutions that ensure employees have secure and reliable network connectivity, on and off premise.



- **On-campus Solutions** with EdgeConnect SD-Branch, EdgeConnect Enterprise, Wi-Fi6E, and enterprise switching to facilitate distributed organization operations and drive collaboration through enhanced connectivity including supporting LoB digital initiatives including safe space management for return to work/store.



- **Centralized Management** providing streamlined IT processes including zero-touch provisioning, network visibility, and troubleshooting from anywhere.

## SUMMARY

As retail adapts to growing network environments, companies will continue to need to drive innovation and deliver more reliability and security in their networks. Aruba solutions deliver foundational solutions that allow businesses to meet their objectives no matter what form their workforce takes.

Learn more at:

[The Hybrid Workplace Powered by Aruba ESP](#)

[Aruba Retail Solutions](#)

[Aruba Central](#)

[Aruba EdgeConnect SD-WAN Fabric](#)

[Aruba Wireless Solutions](#)

[Aruba Wired Solutions](#)

[Enable New Digital Retail Use Cases](#)



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