



CANCOM AHP ENTERPRISE CLOUD

Digital Workspace: Retail

Currently, the retail industry is subject to significant structural changes. Mainly, this is due to the ever growing e-commerce sector. Having said that, the retail-related internet traffic is not limited to purchasing products and services. Nowadays, more and more customers use the internet to inform themselves about product and service features.

Only when this step has been taken, customers decide which channel they will use for their purchase. As such, it is becoming increasingly more important for brick and mortar retailers to communicate and present their products and services in a clear, explicit and transparent manner. When doing so, conventional retailers will be able to develop unique and excitement-inducing shopping experiences.

In this context, the digital age offers multiple opportunities for

stationary retailers to meet the challenges presented above. However, experts argue that the digital workspace depicts the cornerstone of every digitalization strategy. In order to prepare brick and mortar retailers and their employees for the digital age, we have developed the CANCOM AHP Enterprise Cloud. Essentially, the CANCOM AHP Enterprise Cloud allows stationary retailers to deploy a plethora of digital workspace scenarios whilst simultaneously reducing the IT complexity involved.

Subsequently, retailers which have installed and deployed a digital workspace on the basis of the CANCOM AHP Enterprise Cloud are able to better support the varying workplace requirements of their employees, ultimately allowing them to remain competitive and secure their future viability.

**PLAN.
BUILD.
PERFORM.**

CANCOM

One Industry Sector. Multiple Scenarios.

01



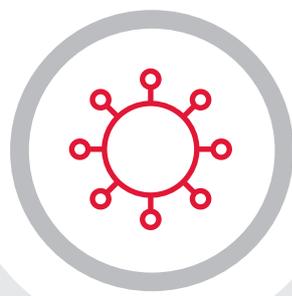
Increasing Business Agility

Whilst retailers are continuously expanding both nationally and globally, their IT systems are increasingly distributed across the globe. However, managing these decentralized IT systems depicts a complex task. Mainly, this is due to the fact that the employee requirements of subsidiaries and branches tend to differ significantly. In order to champion these challenges, two aspects are paramount – centralization and standardization. A digital workspace on the basis of the CANCOM AHP Enterprise cloud enables retailers to overcome these challenges.

Digital Workspace – Key Benefits:

- By means of the CANCOM AHP Enterprise Cloud retailers are able to roll out a digital workspace expeditiously. Thus, new markets can be entered in a swift and cost-effective manner.
- Additionally, new employees can be equipped with a digital workspace within hours, whilst subsidiaries and branches can be equipped with a digital workspace within a couple of days. The benefits: a uniform workplace standard can be implemented whilst the resource efficiency can be maintained.
- As the digital workspace is rolled out and managed centrally, IT processes can be streamlined significantly. Thus, IT departments have more time at their disposal, ultimately allowing them to support digital strategies more holistically.

02



Improving IT Agility

Retailers rely on their IT departments when it comes to multisite management, mergers and acquisitions, and business continuity. This is due to the fact that IT departments are fundamental in upholding IT processes which in turn are critical for the business success of any enterprise. Thus, the premise is simple: software applications have to be up and running regardless of the time, date and circumstances. By means of a digital workspace on the basis of the CANCOM AHP Enterprise Cloud retailers are able to fulfill the aforementioned requirements.

Digital Workspace – Key Benefits:

- Multisite Management: By means of the CANCOM AHP Enterprise Cloud IT departments are able to deploy the digital workspace swiftly to their subsidiaries. Additionally, software updates and patches for the digital workspace are arrayed automatically.
- Mergers & Acquisitions: Within M&As, the IT consolidation phase is the most critical. However, the CANCOM AHP Enterprise Cloud enables companies to expeditiously deploy a digital workspace, thus swiftly bringing about a unified workspace environment.
- Business Continuity: Should a business interruption arise, it is pivotal to uphold IT processes. Thus, the CANCOM AHP Enterprise Cloud enables employees to access their digital workspace – regardless of the state of affairs.



03



Enhancing Data Security

Irrespective of the division, securing business-critical data and customer data is pivotal. However, deploying a holistic and company-wide security concept is challenging. Mainly, this has to do with the fact that security concepts in companies need to cover multiple and ever-changing workplace scenarios. By means of a digital workspace on the basis of the CANCOM AHP Enterprise Cloud retailers are able to increase their level of data security by rolling out a highly sophisticated security concept.

Digital Workspace – Key Benefits:

- As a digital workspace on the basis of the CANCOM AHP Enterprise Cloud will be provided by means of a data center, sensible data/information and business-critical applications are subject to an extra data protection layer.
- When deploying a digital workspace, retailers are also able to enhance the user comfort for their employees in all their subsidiaries as these are able to access data and applications securely at any time, from any location and from any terminal device.
- The Secure by Design (SBD) architecture of the CANCOM AHP Enterprise Cloud specifically protects the business-critical, financial and customer data of your digital workspace. Thus, the highest security and compliance standards can be met.

04



Introducing Worlds of Experience

The digital workspace is considered to be the cornerstone of every digitalization strategy. Thus, introducing a digital workspace is a challenging, yet necessary step in order to remain competitive in the digital age. As soon as the digital workspace has been implanted as the digitalization foundation, other intelligent concepts such as (mobile) experience worlds can be introduced, which in turn are able to contribute to the business success of any enterprise.

Digital Workspace – Key Benefits:

- Digital Signage: By means of the transmitter-receiver model, intelligent screens are able to communicate with smartphones of customers in the store. By way of example, customers can be greeted automatically when entering the store or informed about the daily bargains.
- Location-based Services: Facilities can be equipped with beacons (Bluetooth low energy transmitters). By means of these the location of customers' smartphones can be determined in real time. As such, stores are able to provide customers with mobile maps, helping them to find specific products or points of interest.
- Remote Expert: Virtual interaction points such as video conferencing allow retailers to connect both their sales specialists and customers – regardless of the day and time.

With a digital workspace the world transforms into your personal office.

Globalization has significantly accelerated the internationalization of companies – blue-chip companies are increasingly expanding to new markets, the hidden champions of the mid-tier sector are gradually exploring opportunities in emerging markets and start-ups are progressively considered to be international by design and not by emergence.

As such, Carsten Pavlovits – Director Enterprise Workspace & AHP Enterprise Cloud at CANCOM – states that companies can only maintain their competitive edge when they are able to champion and implement a holistic digital strategy. According to Mr. Pavlovits, a digital workspace is pivotal in this regard.

CANCOM AHP Enterprise Cloud: Your Digital Workspace

By virtue of the CANCOM AHP Enterprise Cloud we are able to offer customers a turnkey-ready digital workspace by means of which employees are able to access company-specific applications and data securely from any place, time zone and terminal device. Hence, employee requirements with respect to workspace and workplace scenarios can be implemented in an individualistic and flexible manner.

Improved employee productivity

Additionally, communication and collaboration tools from the likes of Microsoft, Cisco and IBM can be integrated into the digital workspace easily and securely via the CANCOM AHP Enterprise Cloud. Thus, both the company-wide and the stakeholder-wide collaboration can be enhanced. As such, the employee productivity can be improved, whilst the productivity of the entire enterprise can be enhanced as well.

Enhanced business and IT agility

Moreover, the highly automated processes of the CANCOM

AHP Enterprise Cloud allow companies to implement their strategy and business requirements in a cost-effective manner. By way of example, employees can be equipped with a digital workspace in a matter of minutes (instead of days), whilst subsidiaries and branches can be equipped with a digital workspace in a matter of days (instead of weeks). Consequently, entering new markets becomes more interesting for companies as their IT requirements can be dealt with expeditiously.

Security is paramount

Regardless of the digital workspace scenario – enterprise security requirements are our top priority. Hence, our customers do not only gain more flexibility and agility when opting for a digital workspace on the basis of the CANCOM AHP Enterprise Cloud, they are also able to benefit from our „Secure by Design“ concept.

As such, the „Secure by Design“ concept of the CANCOM AHP Enterprise Cloud does not only protect companies' digital workspace from industrial espionage and intellectual property theft, but it also secures companies' sensitive data. Subsequently, maintaining security and compliance guidelines becomes relatively easy.

Freedom of choice when it comes to sourcing strategies

When opting for the CANCOM AHP Enterprise Cloud, companies are at liberty to choose the sourcing model which suits them best with respect to the digital workspace deployment. As such, companies are able to deploy our digital workspace solution by means of their own data centers, the data centers of Enterprise Service Providers, Hyperscale Services (e.g. IBM Bluemix or Microsoft Azure), CANCOM/PIRONET Data Centers or CANCOM Mobile Data Centers.



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