GPC SD-WAN
DELIVERING A COMPLETE RETAIL CUSTOMER EXPERIENCE

Introducing SD-WAN managed service for retailers from Great Plains Communications and powered by VMware®

Today's retailers constantly seek new ways to serve customers with a true omnichannel experience while maximizing profitability and staying competitive. This requires retailers to improve service while keeping costs in check and increasing operational efficiencies. Crossing the boundaries of digital and physical retail environments is critical to deliver the complete customer experience.

That is why Great Plains Communications (GPC) has partnered with VMware®, the market-leading software-defined wide area network (SD-WAN) solution, to improve retail application performance and availability while also lowering capital and operational expenses.

GPC SD-WAN is a managed service built on software-defined networking principals to address end-to-end automation, application performance and continuity, branch transformation and security from the central data center and cloud-hosted applications to brick-and-mortar stores at the network edge.

Ensuring Application Performance
This solution is overseen by a central orchestrator that provides the retailer IT staff with real-time visibility into the performance of networks and applications. SD-WAN from GPC can also improve the performance of those applications. For example, when a customer calls to inquire about a product, the quality of that call is critical. Dropped calls or conversations that break up due to packet loss, delay or jitter are detrimental to providing good customer service and may result in lost sales.

GPC SD-WAN continually monitors the quality of each network connection and takes steps to remediate any degradation in less than a second. It does this by routing network traffic over the best path for the application to ensure that the voice or video call is not interrupted. The service can also improve application performance even when there is just a single link connecting a store or office.

> Store branches are now utilizing SD-WAN to provide a white-glove experience to customers, including seamless wireless connectivity, in-store online shopping and a near-100 percent uptime transactional track record.
> **- Technical Architect, National Retail Chain**

> Our retail locations take credit card payments in the stores. We are happy with the PCI 3.0 compliance adherence from SD-WAN.
> **- IT Project Manager, National Retail Chain**

> With a lean 6-person IT team serving 60+ retail outlets and near-zero visibility into the network, providing the kind of performance we need for critical applications became a monumental challenge. With SD-WAN, most of our challenges from network visibility to performance to troubleshooting went away instantly.
> **- IT Project Manager, National Retail Chain**
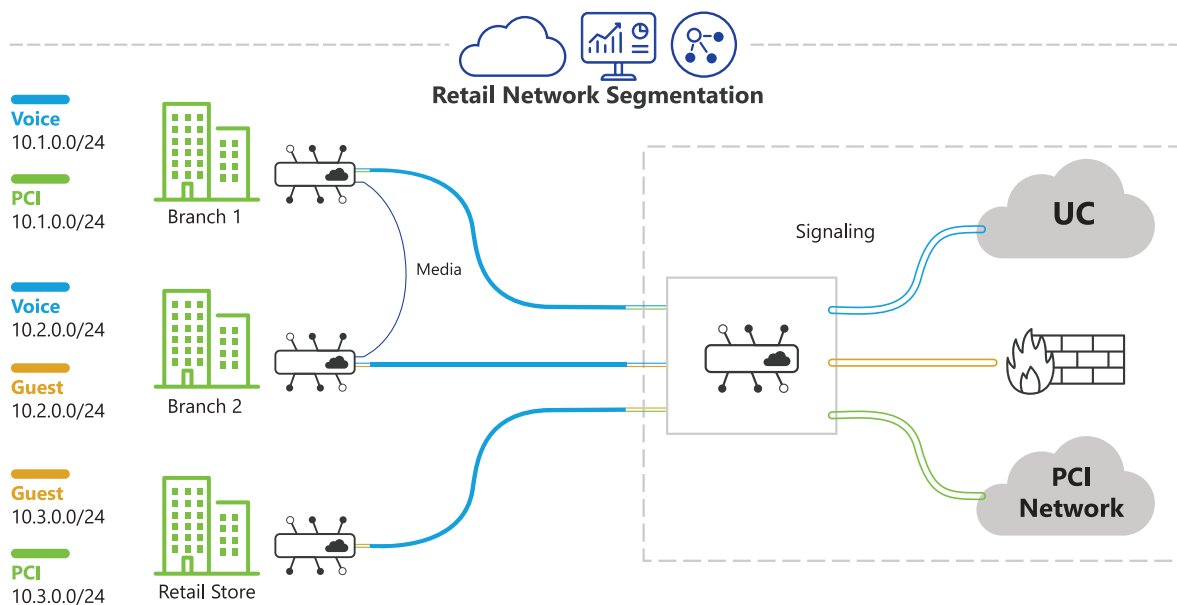
Security and Compliance for PCI

SD-WAN from GPC includes security features that are necessary for compliance with the Payment Card Industry (PCI) Data Security Standard (DSS) to protect credit card transactions over the network.

Security breaches regularly headline the news and stolen cardholder data, identity theft and breaches at the point of sale are all too common. Consequently, retailers require a trusted and proven approach to manage payment information and protect customers and employees. The PCI DSS is designed to mitigate these issues.

GPC SD-WAN meets PCI requirements both on premise and in the cloud by implementing network policies based on PCI guidelines for maximum security:

» All traffic is secured with strong AES-256 encryption and is never open to the Internet.

» Updates to the latest version of PCI-DSS is enforced at all retail locations.

» No unsecure cardholder data is ever allowed in the network.

» Resource control and usage both meet PCI guidelines.

» Automated security checks of all infrastructure components are completed regularly.

Customers who use SD-WAN to store, process or transmit cardholder data can rely on the network infrastructure as they manage their own PCI DSS compliance certification.

Retail Network Segmentation

Voice 10.1.0.0/24
PCI 10.1.0.0/24   Branch 1

Voice 10.2.0.0/24
Guest 10.2.0.0/24   Branch 2

Guest 10.3.0.0/24
PCI 10.3.0.0/24   Retail Store

Media

Signaling   **UC**

PCI Network

Summary

GPC SD-WAN helps accelerate the digital transformation of retail environments by bringing agility, efficiency and security to retail IT. This fully managed solution helps retail organizations of all sizes to solve security, compliance, cloud, complexity and cost challenges, allowing the IT staff to focus on more mission critical applications and less on managing the network.