

Cloud for Retail

Retailers depend on having constant access to information in real-time to keep up with customer demands and activity. RapidScale, a Cox Business company, can help your business improve inventory and database accessibility and manage customer relationships better. Optimize your in-store and e-commerce experience and keep customers coming back for more.



Intelligence

Give employees easy access to warehouse databases and online inventories in order to locate specific products. Boost business efficiency with better insight into your business.



Reliability

Avoid damaging downtime with heavy-duty infrastructure that will provide a stable network to manage customers' demands when you need it most.



Mobility

The cloud can drastically improve the mobile point-of-sale experience. Your employees no longer need to be confined to the cash register.



Cost Efficiency

Shift IT management responsibilities to RapidScale and lighten the load on your team. Retailers can eliminate heavy CapEx by shifting to an operating expense model.



Management and Visibility

Many retailers are manage multiple stores across various regions. With cloud services, expedite the process of managing international shipments, capturing real-time status updates and digitalizing documents between all major company players.

Cloud solutions drive positive change for the retail sector and help it maximize agility, security and competitive edges. Retail supply chains require consistent collaboration between all major players to manage production, deliveries and more. Improve visibility into your locations' performance, inventory and shipments, from the initial order to final destination.

This efficiency can benefit your in-store employees too. While on the floor, employees can use a mobile device to check stock, complete sales and collect customer data, increasing productivity storewide.

And don't forget security. Retailers deal with a lot of precious customer data, so security is more important than ever, especially with the prevalence of malware and ransomware attacks directed at aging infrastructure many retailers have. RapidScale provides a secure and reliable IT infrastructure to keep your business protected and running, no matter what.



Cloud Security

RapidScale offers high-quality protection for your data and information in our secure, redundant and geographically diverse data centers. Our Tier 3 PCI DSS-certified data centers, which are audited annually to produce a SOC 2, Type II report, help keep your sensitive information safe and secure.

All of RapidScale's data centers feature:

- ▶ On-premises security guards
- ▶ Exterior security systems
- ▶ Biometric security systems including palm scanners
- ▶ Continuous digital surveillance and recording

They're engineered to the highest of standards to help keep your business running 24/7/365. RapidScale's 100% US-based certified network experts and engineers are available around the clock, ensuring you always have someone to turn to with questions or concerns.

- ▶ Complete data encryption in transit and at rest
- ▶ Cisco routers, and Fortinet and vShield Edge firewalls with 256-bit encryption

Cost Efficiency

Cloud services can optimize IT resources and greatly reduce capital expenses and operating costs. Instead of building for maximum capacity, you can allocate the cloud storage and resources you need to manage your IT landscape for optimal storage, application processing and IT workload needs. You'll also experience automatic updates while avoiding the headache of hardware refreshes.

Application Integration

RapidScale simplifies application purchasing and license management for your business. We can integrate some of the most commonly used business apps into your cloud environment, including ShopKeep, PayPal, Comcash, Lightspeed, AmberPOS, Salesforce, and Microsoft 365.