



OUR FIBER FUELS GLOBAL INNOVATION

NEXT-GEN RETAIL

Industry Overview

Large retail is at the forefront of a technological paradigm shift. Retailers are tackling in-store and online customer expectations, changes to operating models, and the rise of omnichannel commerce. They are creating their own unique configuration that has the intelligence, reach, and diversity to offer their customers a truly differentiated brand experience.

This digital transformation requires a new network architecture that brings data processing closer to the customer, revolutionizing how and where data is aggregated and transported. The right network leads to lower latency, improves uptime predictability, and creates a more flexible and dynamic ecosystem.

Zayo's robust fiber network, combined with our Tier-1 Internet backbone, cloud on-ramps, security, and Enhanced SD-WAN solutions provide the data distribution and reliability you, your customers, and your associates require.



Customer Experience



Technology Powers Shopping Experiences

Help customers finish their shopping lists, provide tailored promotions, update product information, and shorten checkout lines.

Associate Experience



New Tools Improve Retail Jobs

Mobile shift planning lets associates manage their schedules and gives them more detailed, accurate information for better customer interactions.

Distribution Experience



Better Service With Connected Inventory

Connected inventory improves availability of products, enables same-day delivery, and restocks dark stores efficiently to win and retain customers.

SERVICES TO BUILD YOUR FUTURE



DARK & LIT FIBER

A cost-effective solution for massive bandwidth growth.



INTERNET ACCESS

From a Global Tier-1 ISP with end-to-end connectivity and peering reach.



ENHANCED SD-WAN

Secure, comprehensive and fully managed "edge-to-everywhere" solutions



PRIVATE NETWORK

Secure, custom on-site private IoT and 5G networks for connecting devices, stores, and people.



DDoS PROTECTION & FIREWALL SERVICES

Protect against sophisticated, inevitable, and potentially crippling cyber attacks.



CLOUDLINK

Enhanced performance, scale, and security for your cloud applications.

RETAIL NETWORK JOURNEY

Modernize your Infrastructure

- Transfer critical data to processing centers faster with bandwidth up to 400G.
- Diversify and tailor routes for failover security.
- Route data securely using Zayo’s private connections to the cloud.
- Add software-defined network security, speed, application intelligence, and insight to your business for on-demand monitoring.

Maximize Cloud & Operational Effectiveness

- Connect seamlessly with cloud partners with Zayo’s hybrid and multi-cloud access.
- Maximize the performance of your data analytics to create customized shopper experiences with Zayo’s ultra-fast links between data centers.
- Lower egress costs with private cloud connectivity.

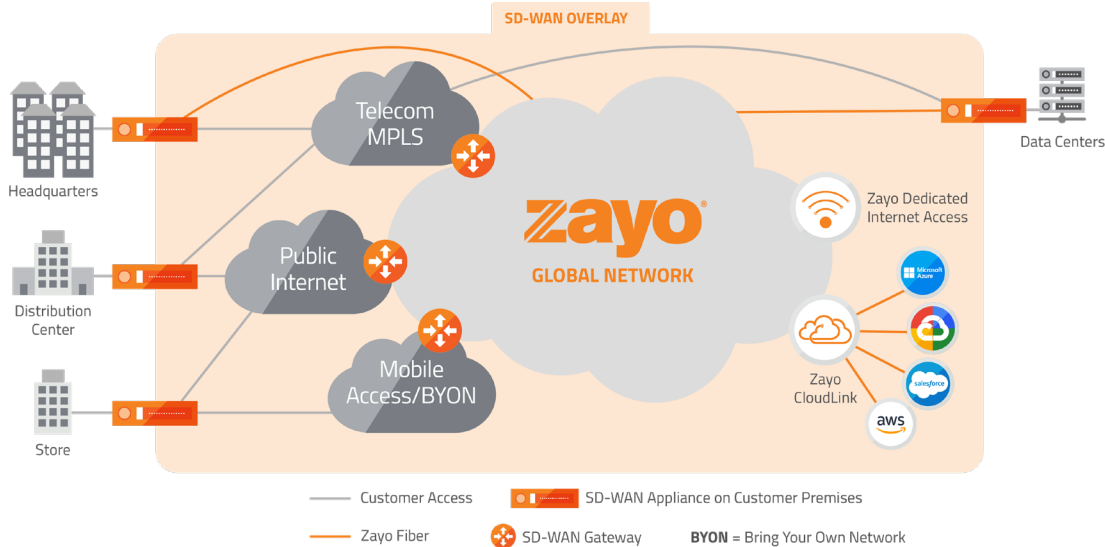
Optimize Performance & Improve Security with Edge Networking

- Retailers can implement private LTE and 5G to hyper-connect IoT devices.

- Regional gateways enable near-real-time delivery of local applications.
- Enhanced SD-WAN further optimizes performance with dynamic routing, AI-powered predictive network health, and proactive operational management.
- Regional cloud edge-stacks bring data processing closer, incorporating even your smallest sites.
- Traffic flows are encrypted and security is integrated into your cloud access.

Use Technology to Create a Next-Gen Customer Experience

- Wireless cameras and sensors provide updated inventory, smart carts, cashierless checkout, and they virtually eliminate shoplifting.
- Low latency streaming video offers intelligence into store traffic with in-depth analysis of shopper activities, movements, and interests.
- Application specific, end-to-end quality of service enables local order fulfillment, IoT connectivity, an omnichannel customer experience, and massive, scalable bandwidth to grow.



ZAYO AT A GLANCE

~15M	~1,400	370+	Tier-1	400	45K
FIBER MILES	DATA CENTERS ON-NET	GLOBAL CLOUD ON-RAMPS	GLOBAL IP BACKBONE	GLOBAL MARKETS SERVED	ENHANCED SD-WAN EDGES