



Gain Mind and Wallet Share with Secure Digital Shopping Experiences

To better attract today's savvy consumers, many retailers are building applications and in-store experiences to increase digital engagement. Platform engineering practices make it easier to get secure digital experiences to market faster that can drive sales while protecting customer data.

50% of surveyed consumers said they're more likely to purchase from a retailer that reaches out at the right time.¹

Platform engineers can utilize F5's extensive solution portfolio to optimize AWS environments so retailers can build and operate secure and reliable digital services to captivate consumers, generate purchases, and improve the customer experience. With F5 and AWS, retailers can engage new and returning customers with personalized digital experiences while delivering industry-leading data protection.



Timely Customer Targeting

Retailers can leverage their wealth of customer data for timely marketing campaigns but struggle with fake accounts and bad data skewing information.

Platform engineers can apply F5 Distributed Cloud Bot Defense to eliminate malicious bot traffic to AWS applications before they can provide false information or cause other harm, like scraping attacks and fraud.



Exceptional Customer Experience

Customers want to interact on their terms, at the time or on the device of their choosing. Applications must be fast and secure to support demand.

With F5 NGINX, platform engineers can secure application, API, and Kubernetes connectivity across multiple AWS environments for fast and reliable performance.



Protect Customer Data

The heavy volume of personal and financial information retailers process over cloud applications is enticing for cybercriminals.

With F5 Distributed Cloud App Infrastructure Protection, platform engineering can mandate that robust security protocols are baked into the development of AWS cloud services that interface with customer data.



Modernize Infrastructure

With complicated supply chain and inventory tracking systems, retailers can help to reduce their costs and scale their reach by migrating systems to the cloud.

Platform engineers can confidently migrate essential systems and processes to AWS with F5 BIG-IP to enable secure and rapid modernization initiatives.

For more information, please visit f5.com.

Source:

1. Vericast, [2022 Retail TrendWatch](#), June 2022

