

Speeding Retail Digital Transformation with Hybrid Multicloud

Equinix and World Wide Technology help consolidate a national retail grocer's 28 brands on a modern hybrid multicloud infrastructure.

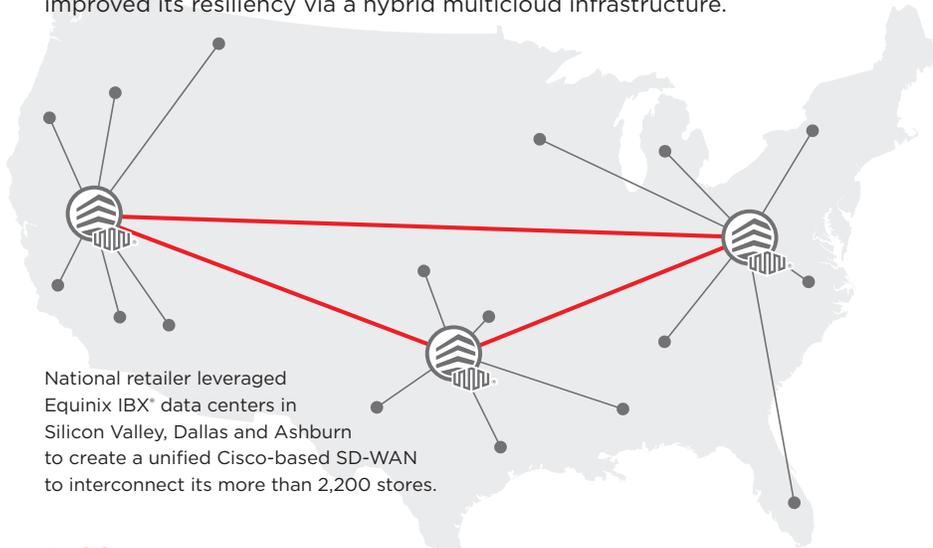
Overview

A U.S. grocery chain with more than 28 brands embarked on the digital transformation of its IT infrastructure to improve its customers' overall in-store and digital shopping experience. As the COVID-19 pandemic took hold, the retailer also needed to step up its online shopping and home delivery services. To accomplish its objectives, the retailer merged two critical projects:

- Unify and optimize its network infrastructure and operations across all brands.
- Migrate hundreds of its 1,500 applications to the cloud and better capture and analyze customer interactions to transform their shopping experience.

Solution

Equinix and World Wide Technology (WWT) partnered to help the retailer refine and realize its vision. The companies worked to replace the retailer's legacy MPLS network with a Cisco® SD-WAN to connect its more than 2,200 retail stores to its data centers on Platform Equinix®. This brought all of its brands under a unified network that reduced networking bandwidth costs and operational complexity. Leveraging Equinix Performance Hub®, Equinix Internet Exchange™ and Equinix Cloud Exchange Fabric® (ECX Fabric®), the retailer also expanded its network, internet and cloud interconnection capacity from single providers to multiple networks, ISPs and clouds, and improved its resiliency via a hybrid multicloud infrastructure.



National retailer leveraged Equinix IBX® data centers in Silicon Valley, Dallas and Ashburn to create a unified Cisco-based SD-WAN to interconnect its more than 2,200 stores.

[Equinix.com](https://www.equinix.com)



World Wide Technology

About World Wide Technology

At WWT, we use a proven and innovative approach to help our customers discover, evaluate, architect and implement advanced technology lab testing in our Advanced Technology Center and deploy their solutions rapidly through our global integration centers. But what truly sets us apart is our extraordinary team of highly certified professionals, every one committed to our customers' long-term goals and success.

[WWT.com](https://www.wwt.com)

About Equinix

Equinix connects the world's leading businesses to customers, employees and partners inside the world's most-interconnected data centers across more than 55 markets on five continents.

[Equinix.com](https://www.equinix.com)



Benefits

The joint solution from Equinix and World Wide Technologies provided the retailer with a nationwide SD-WAN and hybrid multicloud infrastructure that delivered greater operational efficiency and customer intelligence. It also reduced its data center footprint and the overall cost of its IT infrastructure and network while lowering downtime.

Optimized Digital Infrastructure

Consolidating its multiple brands' networks and applications on Equinix's vendor-neutral interconnection and colocation data center platform, along with SD-WAN and hybrid multicloud environments, the retailer could optimize its back-office applications and focus on delivering new applications and digital services to its customers.

Application Migration to the Best Cloud

Leveraging ECX Fabric, the retailer moved more than 50% of its applications to best-in-class cloud/SaaS providers in less than 18 months. This improved business agility and created a consistent user experience across all of its brands and stores.

Customer Intelligence

Regulations driven by the COVID-19 pandemic forced a significant amount of the company's business to no-touch pickup and home delivery. The hybrid multicloud infrastructure enabled by ECX Fabric allowed it to gain greater visibility into customer buying behaviors, enabling new online and home delivery services.

Use Cases

Direct-to-Consumer

Online shopping is easier and more fluid and personalized than ever, allowing product owners to cut out the middleman and become their own distributors. Build an IT infrastructure that will help you create meaningful digital experiences that can shape your customer's real-world demands.

Brand Loyalty

Mobile, web, custom applications, digital signage, email, social media, online catalogs, kiosks—all of these platforms represent an omnichannel marketing experience, where you can consistently interact with your customers across all platforms. For example, translating a device ID to a person or persona allows you to craft and deliver a differentiated yet consistent experience across all channels.

Mobile Presence

Today's busy consumers tend to engage only with apps that deliver relevant, timely and personalized content in an easy-to-consume, reliable format. Quickly develop and deliver applications that drive your business, from concept through deployment.

Shopping Bottlenecks

When experiences aren't tailored to the expectations of today's consumers, they simply move on. Provide wireless, omnichannel experiences that can help customers seamlessly transition between digital and physical interactions with your business.

Features

Unified Networking

The agile and scalable Cisco SD-WAN backbone optimized and simplified operations and store integration, while increasing its bandwidth capacity for greater performance and reliability.

Cloud Ecosystems

Direct access to dense, interconnected cloud/SaaS ecosystems facilitated application migration.

Digital Expertise

Digital transformation expertise helped create new digital services for an enhanced customer shopping experience.

Consistent Interconnection Platform

East and West Coast interconnection hubs delivered consistent access to IT services to the regional stores and integrated supply chain, digital payment, network and cloud partners.

More Information

Contact us for more information on the joint Equinix and World Wide Technology solution for your retail business.

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