

# REDEFINING CONVENIENCE

The sea change washing over retail is forcing retailers of all stripes to transform their businesses. In convenience, requirements to adopt EMV in the store and at the pump are coinciding with rapidly evolving consumer expectations for fresh, fast and friction-free products and experiences. To remain relevant, convenience stores must undertake thoughtful digital transformation.

The industry is under pressure to comply with mandates and technology challenges...

90%

of unattended payment terminals are still not EMV-compliant



**PCI/Security mandate** driving more active risk management



Increasing c-store **cloud applications**

...and cope with radically changing consumer expectations:

HEALTHY CHOICES...



50%

of consumers say "better-for-you" options are important when choosing a c-store

...AT THEIR FINGERTIPS...

43%

of high-income Millennials are more likely to visit a gas station if its app offered them convenience, loyalty and savings

...SO THEY CAN MOVE ON QUICKLY

36%

of convenience stores have implemented mobile payment at the pump and **38.5% plan to add it**

Enabling infrastructure is critical to solving these challenges.

## Using an application-aware SD-WAN:

- Enables **EMV and mobile pay** at the pump by **prioritizing these transactions**
- Enables a **secure, direct, always-on path** to the internet and cloud
- Can help **increase sales up to 41%**

62%

of US convenience store retailers report **sales increases of better-for-you items in 2018**

72%

of US retailers **plan to increase spending on endpoint/mobile defenses**

25%

Potential sales lift driven by digital signage for uses such as highlighting value in the c-store