![Fortinet logo]

# A Better Retail Customer Experience Begins With Efficient and Secure Communications

## Executive Summary

The retail marketplace is one of the most intense and competitive environments where customers expect quality services and instant satisfaction. It is crucial to have a reliable communications solution that enables retailers to provide consistent customer experience. Traditional phone systems require labor-intensive configurations and regular maintenance that consume retailers' constrained budgets and resources. These legacy systems often lack the flexibility and security to support modern communications needs in the retail sector.

FortiVoice Cloud is a secure, cloud-based unified communications solution with all-inclusive calling, conferencing, chat, and fax. Its mobile-friendly softclient keeps employees connected, regardless of their location. FortiVoice Cloud service and data centers are intuitively protected and monitored by the Fortinet security ecosystem. Companies can secure conversations with always-on connectivity. FortiVoice Cloud offers affordable subscriptions to help retailers, from single location and growing franchises to national chains, optimize their communication efficiency and customer experience without increasing their operating costs.

> 40% of customers said they're buying more things than they normally do online during the lockdown.[1]
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> According to IDC, the proportion of IT spending in cloud has accelerated in the aftermath of the COVID-19 crisis. Among all cloud services, the as-a-service category (public and private cloud services) is projected to grow at a 21% CAGR by 2024.[2]
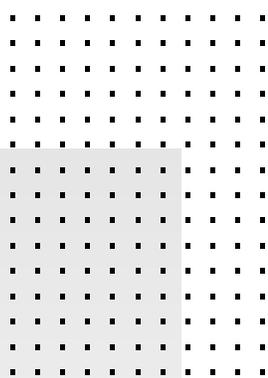
## Connect With Customers From Anywhere

Many retailers have adopted new technologies and transformed to the digital platform prior to COVID-19. The shelter-in-place order has forced many stores and restaurants to close or operate at reduced capacity, and has rapidly shifted employees to work from their homes. Many retailers are struggling to have a reliable and flexible communications system that supports the new digital world as well as the increasing number of mobile and teleworkers. Companies want to continue delivering great customer experience without increasing their operational expenses.

The shift to remote work has also driven the demand for network infrastructure and connectivity. Traditional phone systems are inflexible to support remote workers' demands in modern communications. Remote infrastructures and workers also expose security challenges to providing secure and always-on communications that are crucial for today's business continuity.

## Secure, Inclusive Cloud Communications

FortiVoice Cloud unified communications can keep your team together regardless of their locations, while giving your organization the reliable services and security features to protect your conversations and data.

FortiVoice Cloud is a feature-rich business communications solution with all-inclusive calling, conferencing, chat, and fax. FortiVoice Cloud is easy to activate and comes with a mobile-friendly softclient for every user. Employees can make and receive business calls from anywhere using their smartphones or computers, all with the same business phone numbers. FortiVoice Cloud helps employees connect with colleagues and customers from an integrated communications solution—with the same secure quality calling experience—in the workplace, at home, or wherever they are.
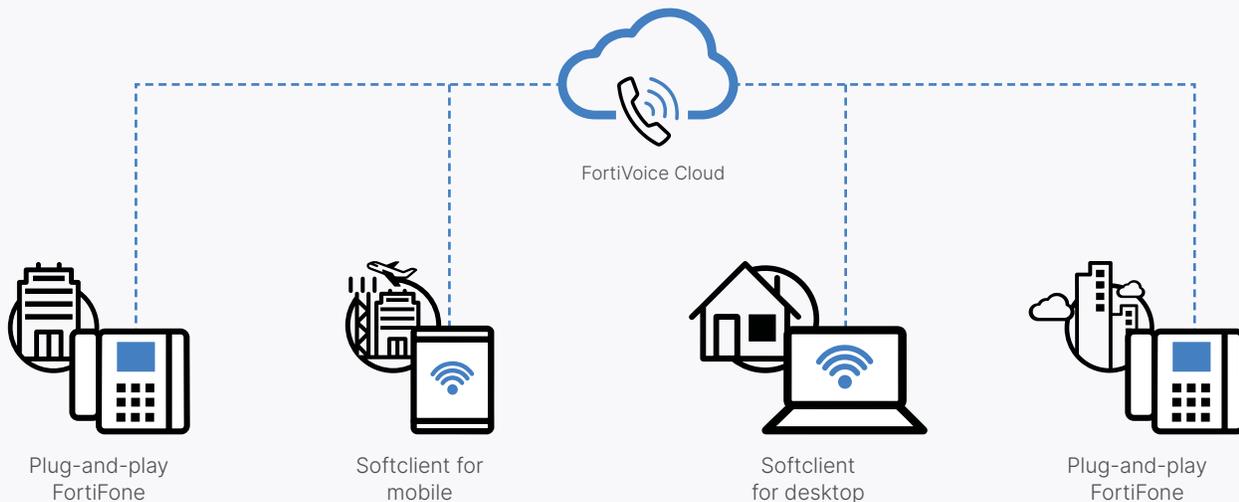


Figure 1: FortiVoice Cloud diagram illustration.

Managing aging and siloed communications tools can be difficult and time-consuming for IT. It also creates confusion and inefficiency among employees to deliver better customer services. With FortiVoice Cloud unified communications, all of the services are integrated within one platform and are designed specifically to help teams work together. FortiVoice Cloud is quick to deploy and simple to scale, even for today's new normal. IT teams will face fewer issues in the migration to the FortiVoice Cloud environment to get employees on board faster and easier. The FortiVoice intuitive web console simplifies system management across locations and devices. FortiVoice Cloud offers plug-and-play FortiFone devices and mobile-ready softclients to enable user communications in no time.

As a security leader recognized by leading analysts, Fortinet built FortiVoice Cloud with second-to-none security technologies, and uses applicable industry-leading encryption standards and protocols to protect customer data and conversations. FortiVoice Cloud communications are protected by the comprehensive Fortinet Security Fabric ecosystem and monitored by Fortinet security experts. In addition, FortiVoice Cloud works seamlessly with FortiGate next-generation firewalls (NGFWs) and software-defined wide-area network (SD-WAN) solutions, protecting the network infrastructure and optimizing communications traffic. It provides secure communications without the worry of call interception, Session Initiation Protocol (SIP) attacks, or service downtime.

**Enterprise-grade QoS for business continuity**

Unreliable communications result in low levels of productivity that can affect employee morale, hinder efficiency, and damage business revenue and reputation. FortiVoice Cloud is safeguarded by Fortinet's comprehensive security ecosystem and monitored by our security experts for peace of mind with reliable communications and 24×7 protection. Additional FortiVoice Gateway provides local survivability to ensure always-on connectivity, even during internet downtimes or natural disasters.

**More savings to increase business competitiveness**

Quality communications do not have to come with a premium price. FortiVoice Cloud delivers all-inclusive calling, conferencing, chat, fax, and mobile support in one integrated platform. FortiVoice helps companies save more with simple and affordable subscriptions that fit business and budget needs. You can focus more on delivering better customer experience and stay competitive.

## Optimal communication and collaboration efficiency

The FortiVoice Cloud web-based console makes it easy for IT to manage and activate services for all users from anywhere. You do not need PBX hardware installed or technical expertise. A user can simply plug and play a FortiFone device or use our mobile-friendly softclient to connect with colleagues and start making calls to customers in no time. All users can enjoy the same quality communications from offices, at homes, or on the go without sacrificing efficiency.

## End-to-end protection for customer data

Security and customer trust are Fortinet's core business values, and we build these into our FortiVoice Cloud services with advanced security and encryption features. As part of the Fortinet security ecosystem, FortiVoice Cloud works seamlessly with Fortinet security products without complicated configurations and time-consuming integrations. Fortinet is the only vendor that provides end-to-end integrated security protection from the network infrastructure to phone communications. FortiVoice provides a single pane of visibility across locations and devices.

## Customer Connection Starts With Quality Communications

FortiVoice Cloud connects your teams and customers regardless of their locations. Our integrated solution with calling, conferencing, chat, and fax helps improve operational efficiency, so you can deliver better shopping experiences for your customers. You can have clear and quality communications from our reliable FortiVoice Cloud services; you can also enjoy many benefits, including cost savings, better employee collaboration, simplified IT management, and advanced security protection that are not available in traditional voice solutions.

Affordable, all-inclusive, mobile friendly, and backed by Fortinet's leading security technologies, FortiVoice Cloud is the choice of unified communications to connect teams and customers, so you can focus on driving better customer experience.

> FortiFone Softclient, available for Android, iOS, Mac, and Windows, keeps remote employees connected anywhere, anytime.

[1] "Consumer Technographics® COVID-19 Survey," Forrester, May 2020.

[2] "Worldwide Whole Cloud Forecast, 2020–2024," IDC, October 15, 2020.

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