

Cybera partners with KFP Total IT Solutions to deliver a cutting-edge cloud-based network for retailers

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Cybera, the leader in SD-WAN Edge applications and security services, has announced an EMEA-wide partnership with KFP Total IT Solutions, a provider of specialist IT services and solutions for the retail industry. Under the terms of the agreement, KFP will add Cybera's cloud-based network to its existing portfolio of retail-focused technology products and services.

Shopping is increasingly happening online

(<https://www.retailconomics.co.uk/library-retail-stats-and-facts>) and new technologies and innovations such as the transition to digital are dramatically changing the nature of shopping. Bricks and mortar retailers still have an important role to play, but unless they continue to innovate in areas like customer experience and additional services, they face being left behind.

A recent survey*

(<https://www.cybera.com/cybera-survey-finds-retailers-struggling-to-balance-customer-experience-demands-with-essential-it-s>) conducted at RetailEXPO 2019 (<https://www.retailexpo.com/>) found that offering a differentiated customer experience (31 percent) and increased footfall (28 percent) are considered to be the biggest challenges for retailers. In addition, another recent report (<https://www.adyen.com/landing/online/uk/2019/RetailCampaign/report>) showed that poor customer experiences cost British retailers up to £102 billion in lost sales each year.

KFP has been supporting retailers' IT needs for nearly two decades with in-store IT infrastructure and hardware, point-of-sale, structured cabling and wireless installation, procurement, build and configuration, and helpdesk support thereafter.

Retailers are now increasingly recognising the role of the cloud as the key enabler in their technological reinvention. Through this new partnership, KFP will extend its retail offer to include the Cybera® cloud-based managed application network and security services platform. The CyberaONE Solution delivers everything KFP's customers will need to securely connect to the cloud, including embedded security, dynamic routing for business-critical apps, and integrated wireless failover capabilities.

Hubert da Costa, SVP and GM EMEA at Cybera commented: "The highly competitive nature of the retail industry means that businesses need to offer a differentiated customer experience and innovative, additional services. There is no doubt that the industry is moving from transactional to relational. New and innovative technology advancements delivered through the cloud will free store employees from menial tasks so they can spend time servicing customers instead."

John Moss, Founder and CEO commented: "Partnering with Cybera is great for both parties. We are able to offer the unique Cybera solution to our large set of retail customers throughout Europe. Our offering is to deliver added value and security to new and existing network infrastructures, giving our customers the ability to segment traffic and reduce the risk of costly downtime during retail trading hours."

*Cybera surveyed 150 retail professionals in May 2019 at RetailEXPO 2019, Europe's leading event for

retail technology, design and digital signage.

About Cybera Inc.

Cybera is the only cloud-based managed application network and security services company to fundamentally change the way distributed businesses use technology. The company's purpose-built SD-WAN Edge solution empowers secure, accelerated adoption of new applications and services. Cybera technology is customer-proven at more than 90,000 locations worldwide supporting point-of-sale, loyalty, mobile payment, tank monitoring, and digital signage applications. For more information about Cybera, visit [cybera.com](https://www.cybera.com/) (<https://www.cybera.com/>).

About KFP Total IT Solutions

KFP is one of the leading Retail IT Solutions providers to some of the leading retail brands worldwide. KFP has over 20 years' experience providing specialist IT services to the retail sector. The company's core offering is to provide a variety of service offerings from new store rollouts & refits, technology deployments, break/fix and managed support. We also maintain longstanding relationships with our partners who provide us with the latest IT hardware for retail. For more information about KFP, visit www.kfpit.com (<https://www.kfpit.com/>).