



## TIP SHEET

# TOP REASONS IGEL IMPROVES SECURITY AND ENHANCES REVENUE GROWTH IN RETAIL

The retail industry is facing a number of unique challenges during this period of transformation toward mostly online shopping. IT therefore plays an ever more crucial role in retail success.

Let's look at how IGEL can alleviate frequent challenges and enable greater security and higher profits for retail organizations.

### MERGERS, ACQUISITIONS AND BUSINESS CONTINUITY

Global expansion, franchise outlets, and natural and man-made disasters demand rapid store provisioning, placing demands on IT admins to onboard and streamline a new infrastructure while providing a constant end user experience.

1. By converting x86-64 endpoint devices to IGEL OS, you can quickly extend the life of existing hardware or easily assign a license to another device, even a personal device. This reduces capital expenditure (CAPEX) and operational expenditure (OPEX).
2. IGEL OS is customizable. Corporate branding or unique screensavers for corporate messaging can make endpoint devices look and perform exactly as desired in accordance with a customer's requirements. The customer facing and back office workers continue to work on their familiar GUI.
3. A broad technology partner ecosystem of more than 90 leading partners ensures support for multiple protocols, fast and seamless integration of authentication, unified communications, printing, USB management technologies, contextualizing, and more.
4. IGEL OS delivers a great user experience for unified communications in the back-office or the call center. It supports offloading of Microsoft Teams via Citrix Workspace App, Cisco Teams VDI (with release of 11.04.100) and JVDI, and a broad range of headsets whose firmware can be updated via the Universal Management Suite.

### SECURITY AND COMPLIANCE

Complying with Payment Card Industry (PCI), Data Security Standard (DSS) and strict government regulations is difficult to manage across diverse environments.

1. IGEL OS does not store any production or customer data on the endpoint. Modular by design; unused features can be turned off, and keeping endpoints "lean" minimizes the attack surface. This, along with the read-only file system, makes IGEL OS even more tamper-resistant.
2. IGEL's complete "chain of trust" verifies each step of the boot-up process from the user hardware/UEFI to the destination VDI host or cloud workspace. A secure browser can be configured for safe user access to web apps and cloud-based DaaS offers including Amazon Web Services (AWS) and Windows Virtual Desktop (WVD) from the Microsoft Azure cloud.

3. Multi-factor authentication plays an important role in controlling access to cashiers, stockrooms, or highly controlled (eg. financial) workspaces. IGEL OS guarantees high-level access control via an integrated PKCS11 library that supports authentication and single sign-on technologies with the use of almost all smart card readers.

### **SIMPLIFY CENTRAL MANAGEMENT**

Shifting end-user computing resources to centralized data center or cloud environments enables business continuity through rapid scale-up, reduced endpoint complexity, and minimized security exposure.

1. IGEL OS, IGEL Universal Management Suite (UMS), and IGEL Cloud Gateway (ICG) are designed in unison to manage devices at dispersed, off-network locations.
2. UMS software enables a single administrator to optimize, image, and control up to tens of thousands of diverse endpoints remotely from a single console.
3. UMS provides zero-touch deployment, drag-and-drop profiling, and a “buddy update” system for distributed retail locations with reduced bandwidth. IT admins are spared the time-consuming and error-prone patching typical for many dispersed Windows endpoints.
4. UMS requires no on-site IT support and minimizes interruption of revenue-impacting systems. Through extensive support and troubleshooting capabilities, the ICG enables secure shadowing of any x86-64 device, including PCs and thin clients, even outside the corporate LAN.
5. The Shared Workplace functionality provides user-specific profiles linked to account log-in details within Active Directory. For example, personal preferences, session type, or peripheral device settings can be predefined. This and many other advanced features offer a consistent and positive user experience regardless of log-in device or location.

Lightweight and secure by design, IGEL OS offers a simple, smart, and secure solution that supports the mission-critical functionality and demands of evolving retail environments.

Previously complex operational functions are standardized and streamlined. IT managers can shift their focus from ad-hoc issues to strategic plans. In-store and online sales associates, and back-office and customer care teams can focus their attention on their customers. By reducing capital and operational expenses, the CFO can fully leverage the cost-savings and invest in growing the business.

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