



Adapt to Changing Customer Needs While Securing Retail Data



E-commerce has grown rapidly in the last few years, with online sales increasing by 50% from 2019 to 2021.¹ From omnichannel integration to personalization, retailers must embrace digital transformation to adapt to changing customer behavior and stay competitive. However, security is also a key concern, as retailers are a prime target for cybercriminals using stolen credentials and social engineering to commit fraud.

\$1 out of every \$5 U.S. consumers spent in 2021 was on digital orders.¹

F5 and Google Cloud can help retailers offer modern applications and experiences in the cloud, backed by analytics and intelligent security. You can provide customer-centric services that enable revenue growth while protecting customer data.



Fraud Prevention

Combine powerful AI and machine learning to identify and stop sophisticated, automated fraud without frustrating users.

Block automated traffic to reduce the burden on infrastructure and stop attempts to use stolen credentials through real-time monitoring.



Modern, Secure Apps

Modernize your existing applications, build new ones, and run them flexibly and securely in hybrid or multi-cloud environments.

Protect apps without delaying releases by integrating security into your CI/CD pipeline and creating adaptive applications.



Integrated Experiences

Offer API-driven services, like curbside pickup and delivery via partners, for a unified shopping experience.

Maximize performance with API management to reduce response times while keeping integrations secure.



Data-Driven Decisions

Improve product discovery for customers with AI-powered recommendations and personalization.

Scale business intelligence and analytics across multiple clouds for comprehensive insights.

Discover F5 solutions in the Google Cloud Marketplace or visit f5.com to learn more.

Source:

1. Digital Commerce 360, [US Ecommerce Sales](#), February 2022