

flooid

Simplify, scale and serve the customer better with Flooid Cloud

The five key benefits
of Flooid Cloud



The cloud & retail – ready to be optimised

Retail has embraced the cloud, acknowledging that its rewards far outweigh the perceived – and often overblown – risks. Fuelled by a drive to innovate and flex, over 90% of the world's largest retailers have now migrated to private and/or public clouds to cut costs, drive change and scale successful pilot projects.

Improved margins, heightened efficiency and increased agility are all core-cloud benefits retailers already enjoy, but retail CIOs also reap the environmental benefits cloud-based platforms bring. And they're exploiting the freedom to create, innovate and swiftly bring to market new concepts and experiences that customers – and shareholders – love.

Despite retail and wholesale cloud adoption becoming the norm versus novel, there are still lagging concerns when it comes to turning over control of technology management. Concerns such as peak time performance for holiday seasons, ever-changing compliance regulations, and timely generation of ROI plus lower TCO means CIOs are asking how they can optimise usage of the cloud to stay ahead.

Increasingly, Retailers are turning to a trusted partner like Floid to manage cloud initiatives and help them drive those returns faster and in greater quantity.

Here are five key benefits of Floid Cloud...



1. Security and reliability

An explosion of new endpoints and an increase in bad actors means retailers need to secure and process more data than ever in an escalating threat environment. Flooid has a long track record of protecting retailers from the worst offenders across the POS landscape. With our [Google Cloud Platform partnership](#), we're bringing the very best in encryption services, 24/7 monitoring and alerts and data replication to our customers. Data is protected at rest, and only made available to appropriate, authorised personnel. The evolving cyber security landscape is monitored across the retail industry, leading to regular seamless security upgrades. Firewalling, partitioning, segregation, vulnerability scans and privileges-based access run in tandem with PEN-testing. Security information and event management (SIEM) provides real time analysis of alerts that are generated to qualify and address any suspicious behaviour. Retailers have the assurance of an expert partner, proactively updating systems to ensure the utmost protection. A robust disaster recovery procedure and system provide added confidence.



2. Faster innovation



Changing customer demographics, the demand for 'digital-first' and the emergence of AI as a game-changer have forced retailers to accelerate the way they plan for and execute change. In response to global events occurring over recent years, retailers had to rethink operations and introduce new ways to pay in a matter of weeks and the pace of change has only intensified.

Flooid Cloud can be the rocket booster your retail operations need. With Flooid Cloud, it's faster and simpler to deploy mobile payment options, innovative applications and IoT devices. New stores and point-of-service capabilities can be brought online faster than ever before. Proofs of concept can be launched in a safe, isolated environment and rolled out at record pace. A/B testing and canary releases ensure only optimised solutions are brought to market.

Above all, Flooid Cloud is the foundation for a composable commerce approach. AI-based tools for cyber security, loss prevention and vision-based systems are all available. Retailers can build or buy new capabilities with total freedom, ensuring complete consistency across basket, promotion, price, inventory, order and tax, while optimising their operations for success.

“Consistency and reliability underpin everything in Flooid Cloud. Retailers have reassurance they can innovate fast without compromising short-term performance.”

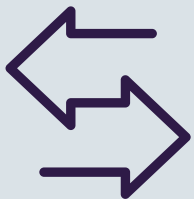
**Ryan Bryers,
SVP Engineering, Flooid**

3. Endless scalability

One of the biggest cost drains of on-premise is the inability to provide ‘burst’ capacity. With on-premise, retailers must maintain large servers powerful enough to deal with the busiest peak periods. For the rest of the year this unused capability lies dormant, consuming energy and draining costs.

Flooid Cloud offers an alternative. It’s fully-elastic, so retailers only pay for what they use, as opposed to what they “might” use. True application-level monitoring gives greater insight and reassurance, while the platform auto-scales with demand, so retailers are never caught short when customer demand peaks unexpectedly.

The elasticity of Flooid Cloud couples with the scalable-by-design Flooid Unified Commerce Platform. Our platform is built as a strong but adaptable foundation to any retail commerce operation. Open APIs allow retailers to build or buy new capabilities such as mobile consumer apps, insights capabilities or endpoints like self-checkouts and kiosks. Flooid offers an ecosystem of native applications from its own product range and integrations from best-in-class partners. But retailers are never limited to this ecosystem, giving them autonomy to choose the technology and team that is right for their business needs.



Managing and migration – a Flooid specialty

One of the biggest sticking points in cloud adoption is the worry about migration. CIOs may understand the benefits of cloud, but remain fearful of interruptions to service, costs and workload, or unintended consequences as they transition. Flooid takes this pain away.

With Flooid, retailers can move at their own pace. A selection of enhanced cloud-based services can be adopted immediately or at any point in the future. Data can be stored in different countries, in line with retailer preferences on security and sovereignty. Our advanced managed services are available 24/7, while our processes remain transparent throughout, with operating reports and dashboards that can be viewed at any time.

Migration is the first step, effective management the next. Retailers new to cloud require an experienced, proactive and pragmatic partner, ready to ensure the speed of innovation is matched with sharp cost control along with sustainability, security and disaster recovery.

Flooid delivers. We’ve already taken some of the UK’s and North America’s largest retailers to the Flooid-managed Google Cloud Platform. With tens of thousands of stores and endpoints **optimised and leveraging our unified commerce platform in Flooid Cloud**, you can trust our team to deliver a seamless transition to a faster way of working.

3. Platform insights

Whether you subscribe to a data-driven or data-informed approach, there's no question that the Retailers that can best process, absorb and understand their data will be the ones who ultimately succeed.

Google Cloud Platform and Floid provide 'Big Data' transaction storage, ensuring a simplified, safe way to keep all information organised and in place. Using Floid Insights, retailers can swiftly surface and examine transaction data such as sales, returns, voids and many other dimensions, allowing them to properly evaluate sales and store associate performance, as well as spot opportunities for margin improvement or new revenue streams. Real-time analysis, even down to a single cashier or an individual point-of-sale is achievable, even on a mobile device leveraging the [Floid Empower app](#).

Google Cloud Platform and Floid also offer a foundation for future improvement. Machine learning resources are readily available, while a multitude of artificial intelligence (AI) capabilities can be added to suit the new retail dynamic.

Your shortcut to success

So why use Floid Cloud instead of your own cloud?

Floid has invested tens of thousands of hours to perfect its operating environment. The cloud-native Floid platform is built and tested to perform with excellence across multiple layers of apps, middleware, operating systems, firmware and hardware that retailers need to be successful. This 'entire-stack' approach ensures optimal scalability, total uniformity of environment and unrivalled burst capability. Processes are driven by repeatability and consistency. Floid continually invests in these capabilities, taking knowledge from top-tier retailers around the world, and turning it into practical investment and deployment in a continuous improvement approach.

Another benefit is the ecosystem. Both Floid and Google have a wide and leading range of technology partners, ensuring any retailer on Floid Cloud is able to add new capabilities swiftly and cost-effectively.



4. Infrastructure as code

Flooid uses an Infrastructure as code (IaC) approach because of the many benefits it brings to retailers. With a DevOps mentality and agile principles, we deploy the systems retailers need to keep operations running smoothly, while providing a platform for continuous improvement. An automated environment reduces manual effort, ultimately lowering cost and reducing the risk of human error. Speed of execution is assured by repeated actions. Risks are further mitigated by robust, industry-leading quality controls and heightened security.

Cloud is effectively much more than a data centre bringing significantly greater value when it is applied properly beyond just a fundamental lift and shift. The key to success with Cloud is to think “automation”. In addition to change control and coding the IaC, further activity can be conducted through automation without the cost and risk of manual manipulation effort. Deploying a new release is immediate leading to a much more rapid, smooth deployment of continuous improvement and enhanced product features. Ultimately, because IaC is software and tested using automated scripts, the application of it leads to higher quality and reduced downtime.



Cutting emissions and costs

Moving to Google Cloud Platform can reduce environmental impact due to the energy and carbon savings of reduced servers in store. Google plans to operate on carbon-free energy by 2030, and has robust, industry-leading targets in place for water usage and circular initiatives.

“Cloud is a catalyst for innovation, change, cost reduction and innovation; new processes that lead to new ways of thinking.”

Flooid CTO Eric Bilange

Flooid Cloud - trusted worldwide

An ecosystem for success

Flooid's ecosystem is built to enable retailers to do what they do best – sell. Our Unified Commerce Platform delivers total flexibility to sell with complete consistency in an omnichannel world, and to rapidly add new endpoints including self-checkout and consumer mobile, as well as checkout-free journeys such as Amazon-Go.

Additionally, Flooid offers best-in-class applications for empowering shop floor staff, managing the back office, and gaining insights into sales and operations. Retailers can choose to add their own applications to the Flooid platform, ensuring total freedom of design, and no lock-in to a single technology provider.

Flooid also offers an advanced estate management tool. This open-architecture solution, captures data from anywhere and centralises it in Google Cloud Platform. It stores and remotely diagnoses device performance, allows remote support, and can be used to monitor and manage smart devices including signage, smart tags, mobile devices and handheld terminals. Real-time alerts, health scorecard tracking and predictive analytics are other benefits.



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Waterstones

M&S EST. 1884

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cardfactory

AppleGreen

SPAR

WHOLE FOODS MARKET

WAITROSE PARTNERS

one|stop

DOLLAR GENERAL

“Like Floid, Google Cloud has many retail technology partners, meaning retailers can adopt Floid and Google Cloud and a range of integrated out-of-the-box or custom solutions, without painful or costly implementation and integration projects.”

Donna Stevens
SVP Product and Marketing, Floid



Google Cloud

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Our team

Floid has a diverse and talented team dedicated to helping retailers win in their chosen markets. Our experts range from service desk operatives to solution architects, developers, product and project managers and a leadership team with several decades of retail experience.

We live and breathe retail. And as the length and breadth of our customer relationships show, we always do what we say we will, and we deliver where it matters most.



About Flood

Flood is a market-leading unified commerce platform provider that enables retail and hospitality brands to sell to customers flexibly and consistently, wherever they are and however they choose to shop. Our scalable cloud-native composable solution and services portfolio includes assisted and self-service experiences, an open API services platform and operational business analytics as well as estate management solutions that enable retailers to select the right mix of services and technology partners to facilitate the selling journey that's right for every customer. One composable, unified commerce platform. Unlimited possibilities.

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