



TOOQ embeds NetFoundry to secure and accelerate deployment of Retail Edge Devices

**Edge to Cloud Connectivity Delivers 50%
Cost Savings**

CASE STUDY



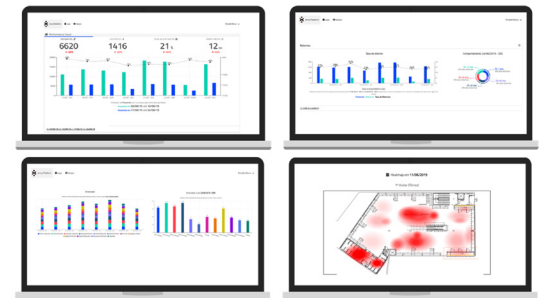


TOOQ, a provider of business intelligence solutions in Brazil, is an expert in integrating online and offline data measurement technologies to provide digital intelligence solutions for the real world! Many brick-and-mortar businesses have as much data and metrics as online businesses and TOOQ is uniquely positioned to partner with retailers to take advantage of all forms of data. TOOQ was born to capture, analyze, and provide data points that facilitate decision making for acquiring customers, investing in sales, and marketing, and increasing the productivity of their customers.

TOOQ has recently focused on developing smart data solutions for clients in the retail sector and they have developed a platform integrating proprietary algorithms, including machine learning, and firmware with commercial-off-the-shelf (COTS) hardware to provide cost-effective, scalable, and reliable data analysis solutions. As a world class innovator, TOOQ was a natural fit to partner with NetFoundry to embed zero trust networking into TOOQ solutions.

With the TOOQ platform measuring in store patterns and traffic flows, retailers can develop an understanding of their store conversions, customer behavior patterns, and in store journey rates. TOOQ develops ecosystems that integrate software, intelligence, and communication. TOOQ's professional staff think outside the box and deliver innovations through a continuous flow of value to their customers' businesses.

As TOOQ began to scale up their deployments into multiple retail store locations, they started to encounter a variety of complex on-site networking scenarios. Various retail locations were using different networking systems that often included a mixture of wireless/cellular, Wi-Fi, or legacy wired technologies such as VPNs.

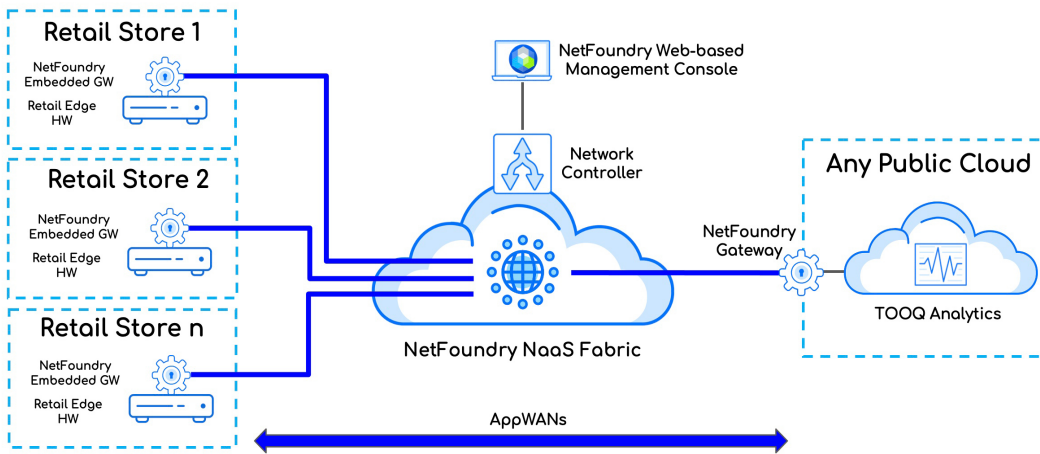


These varying network implementations created integration challenges for TOOQ and ultimately slowed down the rollouts of TOOQ's Retail Edge Devices. Unless resolved, these delays could negatively impact customer experiences. For TOOQ's solutions to be effective, it is critical that their Retail Edge Devices are securely connected and communicating with TOOQ's analytics applications that are running in public clouds.

Embedding NetFoundry addresses complexity and accelerates deployments

TOOQ partnered with NetFoundry to address these edge connectivity challenges by implementing NetFoundry's zero trust networking platform. With NetFoundry's networking-as-code solution, TOOQ embedded zero trust connectivity directly into their Retail Edge Devices with NetFoundry's software-only solution and pre-built integration with Docker containers.

TOOQ is now accelerating the pace and scope of their deployments to bring more customer sites online quicker and ensure that all customer data is protected and secure. This in turn makes the TOOQ solution more agile and helps them to deliver a faster return on investment for their customers.



"Our partnership with NetFoundry is accelerating our business outcomes and our ability to deliver innovative new solutions to our customers", said Ronaldo Moura, CEO, TOOQ. By integrating NetFoundry's zero trust platform capabilities into our analytics solutions deployed at the edge, TOOQ is transforming the retail industry in Brazil by delivering unique insights into customer behavior powered with live data"

Summarizing the Benefits

By using NetFoundry's zero trust networking-as-code capabilities, TOOQ was able to embed into their Retail Edge Devices a cloud-native overlay network that can be used across any fixed line and/or cellular connection that TOOQ may encounter at its customers' retail locations. TOOQ is now advancing its business with these benefits:

- Simplified and rapid rollouts of hardware endpoints in retail locations
- Ensuring data integrity edge to cloud with a zero trust and secure by design solution
- Cost savings* of approximately 50% when compared to legacy VPNs
- Reliable, consistent network performance for transmitting sensitive corporate data to multiple clouds
- No requirement to deploy additional networking hardware or CPE
- Eliminated the need for creating custom integrations with legacy network technologies
- Accelerated customer ROI, and improved customer satisfaction

Much like how hyperscale clouds implement software-defined services to deliver agility and scalability for IT infrastructure, NetFoundry implements cloud-based network-as-a-service solutions to instantly spin up and manage zero trust, performant, anywhere-to-anywhere networks over the Internet. Partnering with NetFoundry, TOOQ has implemented a future proof secure connectivity infrastructure capable of accelerating their ability to design and deliver innovation for the retail sector in Brazil.

ABOUT TOOQ

We are experts in delivering smart solutions to customers with high data flows that need agile and secure responses for making assertive decisions for their business. Our DNA is for building innovative platforms that integrate the best technologies, allowing high volume processing at a competitive cost. Analysis, development, and communication allow for true innovation. Each challenge is unique and requires a process that sustains its business model within a market with increasingly short cycles. That is why Tooq develops technology ecosystems integrating software, intelligence and communication with human intelligence to build innovations to provide our customers with a continuous flow of value. <http://tooqsolucoes.com.br>

ABOUT NETFOUNDRY

NetFoundry is the leader in Cloud Native Networking, enabling businesses to simply, securely and cost effectively connect distributed applications across edges, clouds and service meshes. The NetFoundry platform, delivered as SaaS, enables businesses to connect applications without the costs and complexity of VPNs, custom hardware and private circuits. NetFoundry's platform is accessed via APIs, SDKs and DevOps tools integrations, enabling practitioners, application developers, and network administrators to get the levels of automation and agility which are only possible with connectivity-as-code. NetFoundry is headquartered in Charlotte, North Carolina, with offices in California, Colorado, New York, London, Bangalore, and Singapore.

*Cost savings are estimated vs.costs for legacy VPNs based on a selection of real world implementations. Costs will vary based on individual deployment scenarios.

Contact us

Share



For more information, visit us at www.netfoundry.io

© 2021 NetFoundry, Inc.

Address —
101 South Tryon Street, Suite 2700
Charlotte, NC 28280

Telephone —
+1.704.762.1405

Contact us

Share



For more information, visit us at www.netfoundry.io

© 2021 NetFoundry, Inc.