



Key IT Challenges in 2017 for Healthcare, Finance, and Retail

To effectively sell to competitive verticals like healthcare, finance, and retail, you must understand the challenges businesses within them face. Read on to uncover these pain points and how to solve them.

Healthcare

Challenge HIPAA Compliance

Violating HIPAA rules can lead to avoidable financial penalties and reputation damages.

Solutions

- VoIP - Top providers will sign a BAA, safeguarding businesses from select risks under contract.
- MPLS - This networking solution provides top-notch security for data in motion and at rest.
- DDoS Mitigation - Will help IT team manage a DDoS attack, ensuring they're not too distracted to monitor for hackers trying to sneak in and steal sensitive data.

Challenge Threat to Security of Mobile Device

Advancements in mobility have increased risks of outsiders obtaining devices with sensitive information.

Solution

- Remote Wiping of Mobile Devices - This managed security capability allows a business to remotely delete sensitive data from a device.

Challenge Management of Branch Locations

Many healthcare organizations lack the IT resources to effectively manage branch locations.

Solutions

- Managed Services (Down to the Desktop) - Puts network management on providers.
- SD-WAN - Can be managed through a central controller, making it easy to manage multiple locations. Branches can also be launched 20x faster than MPLS, even in rural markets.



Retail

Challenge PCI Compliance

Retail businesses that fail to meet PCI compliance can face fines, suspension of credit card acceptance, loss of customer trust, and possible civil litigation.

Solutions

- EarthLink's PCI Compliance - This solution lowers risks of breaches with tools, support, and services that help meet requirements for training, reporting, and scanning.

Challenge Remote Management of IT Resources

Many large retail chains have difficulty managing or deploying network at branch sites because their IT staffs are limited.

Solution

- SD-WAN - Allows IT to manage network for all stores through a cloud-based controller. Can also deploy new locations 20x faster than MPLS. For example, when GAP moved to SD-WAN for 800 new stores, it was able to deploy 40 per night as opposed to 2.

Challenge Customer Engagement at Digital Level Within Stores

Retail marketing teams are looking for new ways to digitally engage customers in their stores.

Solutions

- Managed WiFi w/ Analytics - When customers use WiFi at stores, they can be prompted to create a unique login or connect through their social media profiles. If they choose the latter, marketing can receive valuable data that will help them deliver relevant messaging.



Finance

Challenge Compliance (PCI, FISMA, SOX)

Failure to comply with legislation can cause financial and reputational damages for financial businesses.

Solutions

- Encrypted Voice Traffic - Encrypts phone calls and voicemails to protect sensitive information communicated via phone.
- Secure WAN - MPLS for larger corporate locations and SD-WAN for small branch sites.

Challenge Security

Because they deal with people's money, financial services businesses must ensure they're secure or risk facing costly downtime and reputation-damaging breaches.

Solution

- DDoS Mitigation - Will help IT team manage a DDoS attack, ensuring they're not too distracted to monitor for hackers trying to sneak in and steal sensitive data.

Challenge Managing Branch Locations Remotely

Many financial services organizations (namely banks) lack the IT resources to manage branch locations remotely.

Solutions

- SD-WAN - Drastically reduces time to open a store because a business doesn't need to wait for a fiber build. It's perfect for rapidly expanding banks that want to get more locations up faster.