









# Pure centralised cloud models don't work for connected retail


You invest in applications to improve customer experience and loyalty. So it's essential that your store infrastructure can deliver. Here's why pure cloud models don't work.


Average cost of POS outages  
**\$282,000**  
**per hour**


Source: The Standish Group


Cloud only	Edge-to-cloud
<div></div> <div><b>CONNECTIVITY</b> Intermittent WAN connections cause business interruption</div>	<div></div> <div><b>CONNECTIVITY</b> Continuous business operations, even when WAN fails</div>
<div></div> <div><b>DATA</b> Data volumes cause slow response times</div>	<div></div> <div><b>DATA</b> Instant response times, whatever the data volume</div>
<div></div> <div><b>VIDEO ANALYTICS</b> Latency restricts use of real-time video analytics applications</div>	<div></div> <div><b>VIDEO ANALYTICS</b> Ability to implement full benefit of real-time video analytics</div>
<div></div> <div><b>SECURITY</b> Sensitive customer data causes security and compliance risks</div>	<div></div> <div><b>SECURITY</b> Sensitive customer data can remain local when necessary</div>

## Why edge-to-cloud?

- 

Support a mix of applications
- 

Centrally manage distributed locations
- 

Enable continuous operations
- 

Deploy and forget anywhere

ABOUT SUNLIGHT

Sunlight is the edge infrastructure company. Designed to perform anywhere, we make deploying and managing applications, from edge-to-cloud, simple across 1000s of distributed locations. All for less than 1/8 the cost of traditional data center hyperconverged solutions.

[www.sunlight.io](http://www.sunlight.io)  
[sales@sunlight.io](mailto:sales@sunlight.io)