

## Ultimate Guide to Network Performance Monitoring for Retail Businesses



### INTRODUCTION

In today's fast-paced digital economy, retail businesses must deliver exceptional customer experiences while ensuring robust security and operational efficiency. To achieve this, a high-performing network infrastructure is no longer a luxury—it's a necessity. From real-time inventory tracking to seamless omnichannel shopping experiences and fraud prevention, every aspect of your business relies on network performance.

This ultimate guide explores the critical Network Performance Monitoring (NPM) capabilities required to support mission-critical retail operations and demonstrates why LiveAction's LiveNX and LiveWire solutions are the ultimate tools to meet these demands.

### SYNOPSIS: THE 5 ESSENTIAL NETWORK PERFORMANCE MONITORING CAPABILITIES

1

#### ENSURING REAL-TIME INVENTORY MANAGEMENT:

Real-time monitoring and unmatched reliability are crucial for accurate stock tracking across all sales channels.

2

#### ENABLING SEAMLESS OMNICHANNEL EXPERIENCES:

Continuous monitoring and proactive optimization ensure smooth shopping experiences, whether in-store, online, or through mobile apps.

3

#### ENSURING RELIABLE POINT-OF-SALE (POS) SYSTEMS:

Operational continuity and rapid issue resolution ensure that sales transactions are processed without delays or disruptions.

4

#### DELIVERING HIGH-QUALITY VOICE AND VIDEO COMMUNICATIONS:

Optimized performance and actionable insights ensure clear and reliable communication for customer support and internal operations.

5

#### ENHANCING FRAUD DETECTION AND PREVENTION:

Real-time threat detection and integrated security features are critical for safeguarding customer and business data.

# 1 \ ENSURING REAL-TIME INVENTORY MANAGEMENT

## KEY NPM CAPABILITIES

### \ Real-Time Visibility into Stock Levels

Accurate inventory tracking requires instant visibility across warehouses, distribution centers, and store locations. Any delay can lead to stockouts, lost sales, or customer dissatisfaction.

### \ Unmatched Reliability

Network disruptions in inventory systems can lead to errors and inefficiencies. Your NPM solution must ensure uninterrupted data flow.

## WHY LIVEACTION'S SOLUTION IS THE ULTIMATE ANSWER

### \ LiveNX

**LiveNX** offers best-in-class real-time monitoring, ensuring uninterrupted visibility into inventory systems. With its flow-first architecture, LiveNX provides instant insights into network performance issues that could impact inventory accuracy.

### \ LiveWire

**LiveWire** complements LiveNX with advanced packet capture and analysis, identifying disruptions in real-time data exchange to ensure seamless inventory management.

# 2 \ ENABLING SEAMLESS OMNICHANNEL EXPERIENCES

## KEY NPM CAPABILITIES

### \ High Availability Across Channels

Customers expect a unified experience across online stores, mobile apps, and physical locations. Your NPM solution must ensure consistent network performance across all platforms.

### \ Proactive Optimization

Detecting and resolving bottlenecks proactively is essential to support peak shopping periods and flash sales.

## WHY LIVEACTION'S SOLUTION IS THE ULTIMATE ANSWER

### \ LiveNX

**LiveNX** delivers continuous monitoring to optimize network performance across all retail channels, ensuring smooth customer experiences. From online checkouts to in-store kiosks, LiveNX keeps systems running efficiently.

### \ LiveWire

**LiveWire's** granular packet analysis ensures that any performance issues are diagnosed and resolved quickly, allowing your business to meet customer expectations seamlessly.



## 3 ENSURING RELIABLE POINT-OF-SALE (POS) SYSTEMS

### KEY NPM CAPABILITIES

#### Operational Continuity

POS systems must process transactions in real time, even during peak hours. Network performance disruptions can lead to lost sales and frustrated customers.

#### Fast Issue Resolution

Quick troubleshooting is critical to maintaining uninterrupted sales operations.

### WHY LIVEACTION'S SOLUTION IS THE ULTIMATE ANSWER

#### LiveNX

**LiveNX** offers the visibility needed to ensure reliable POS performance across all retail locations. By identifying and resolving network bottlenecks, LiveNX minimizes transaction delays.

#### LiveWire

**LiveWire** provides deep packet-level insights, enabling rapid troubleshooting of POS system issues to ensure uninterrupted sales operations, even during high-demand periods.

## 4 DELIVERING HIGH-QUALITY VOICE AND VIDEO COMMUNICATIONS

### KEY NPM CAPABILITIES

#### Optimized Performance for Customer Support and Internal Operations

Clear and reliable communications are essential for resolving customer queries, coordinating logistics, and managing store operations.

#### Actionable Insights for Improvement

Your NPM solution should provide data to enhance the quality and reliability of communication channels over time.

### WHY LIVEACTION'S SOLUTION IS THE ULTIMATE ANSWER

#### LiveNX

**LiveNX** ensures high-quality voice and video performance, enabling clear communication between teams, stores, and customers. Its advanced monitoring capabilities eliminate jitter, lag, and dropped calls.

#### LiveWire

**LiveWire's** detailed packet-level analysis pinpoints and resolves quality issues in voice and video streams, ensuring consistently excellent communication experiences for your business.





## 5 | ENHANCING FRAUD DETECTION AND PREVENTION

### KEY NPM CAPABILITIES

#### Real-Time Threat Detection

Retail businesses handle sensitive customer data and financial transactions, making them prime targets for fraud. Your NPM solution must identify anomalies instantly.

#### Integrated Security Features

Preventing breaches and safeguarding customer data require seamless integration of security protocols within your NPM solution.

### WHY LIVEACTION'S SOLUTION IS THE ULTIMATE ANSWER

#### LiveNX

**LiveNX** provides real-time traffic visibility, enabling early detection of suspicious activity or network threats. By continuously monitoring and analyzing traffic patterns, LiveNX helps prevent fraud and data breaches.

#### LiveWire

**LiveWire** enhances fraud prevention by offering deep packet inspection and analysis, allowing retail businesses to detect and mitigate anomalies quickly. Together, LiveNX and LiveWire deliver a robust fraud prevention solution tailored to the retail sector.

## CONCLUSION

For retail businesses, high-performance networks are not just the backbone of operations—they are critical to customer satisfaction, operational efficiency, and competitive advantage. The ultimate network performance monitoring solution must deliver real-time insights, proactive maintenance, integrated security, and scalability to meet evolving demands.

LiveAction's LiveNX and LiveWire solutions set the gold standard in NPM, offering comprehensive visibility, real-time analytics, and superior security to keep your network—and your business—running smoothly.

**LiveAction**

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LiveAction provides industry-leading network observability and intelligence solutions designed to meet the unique needs of the retail sector. With LiveNX and LiveWire, businesses gain deep visibility, real-time analytics, and comprehensive security, ensuring robust network performance and compliance.

To learn more, visit [www.liveaction.com](http://www.liveaction.com).