

Modern Retail: Secure, Connected, AI-Ready

Netskope delivers a unified platform that protects retail customer data, improves connectivity across stores, and enables retailers to scale and adopt AI safely, supporting consistent, reliable customer experiences with reduced risk of downtime, and data exposure.

Quick Glance

- Unify data security and access controls across all decentralized stores, new acquisitions, and vendor partnerships smoothly
- Maintain continuous point-of-sale uptime and smooth transaction processing across your entire retail network
- Scale AI adoption with real-time guardrails that protect customer data and deliver fast, trusted customer experience

“The DLP engine through Netskope technology is fully configured through an iterative process with our SecOps team. Although user-centric and not just application-focused, it allows us to drill into user behaviors.”

Marcy Roth, Senior Cyber Security Manager,
Currys PLC

The challenge

Retailers operate across hundreds of locations, cloud platforms, and third-party systems. This scale creates three compounding risks:

- Store systems, corporate infrastructure, and partner environments rarely align. Controls are uneven. Oversight breaks down at the edges.
- Payment, inventory, logistics, and customer systems are tightly connected. Failure in one component can disrupt availability or lead to a domino effect.
- AI tools now access shared data, generate real-time outputs, and act with limited human review. A single misconfiguration can expose sensitive data across every channel simultaneously.

Unresolved, these challenges lead to higher costs from decentralized operations and outage recovery. Failures can extend to sister brands and degrade parent company reputation. Customers can switch to competitor brands, affecting the retailer's market share.

Netskope for retail organizations

The Netskope One platform provides a unified architecture for security networking, enabling retailers to operate with speed, reliability, and control across stores, ecommerce, and hybrid user environments. It improves application availability and performance for critical systems such as payments and inventory, especially during peak periods. Netskope enables safe AI adoption by inspecting prompts and data exchanges inline, restricting sensitive data use, and logging user and agent activity to provide visibility and control over AI usage.

Secure data and access across all retail operations

Retailers can control how data is accessed and shared in branches, warehouses, and vendor systems. Here's how they can maintain high visibility and enforce consistent policies in fragmented operations without slowing store, ecommerce, or back-office performance.

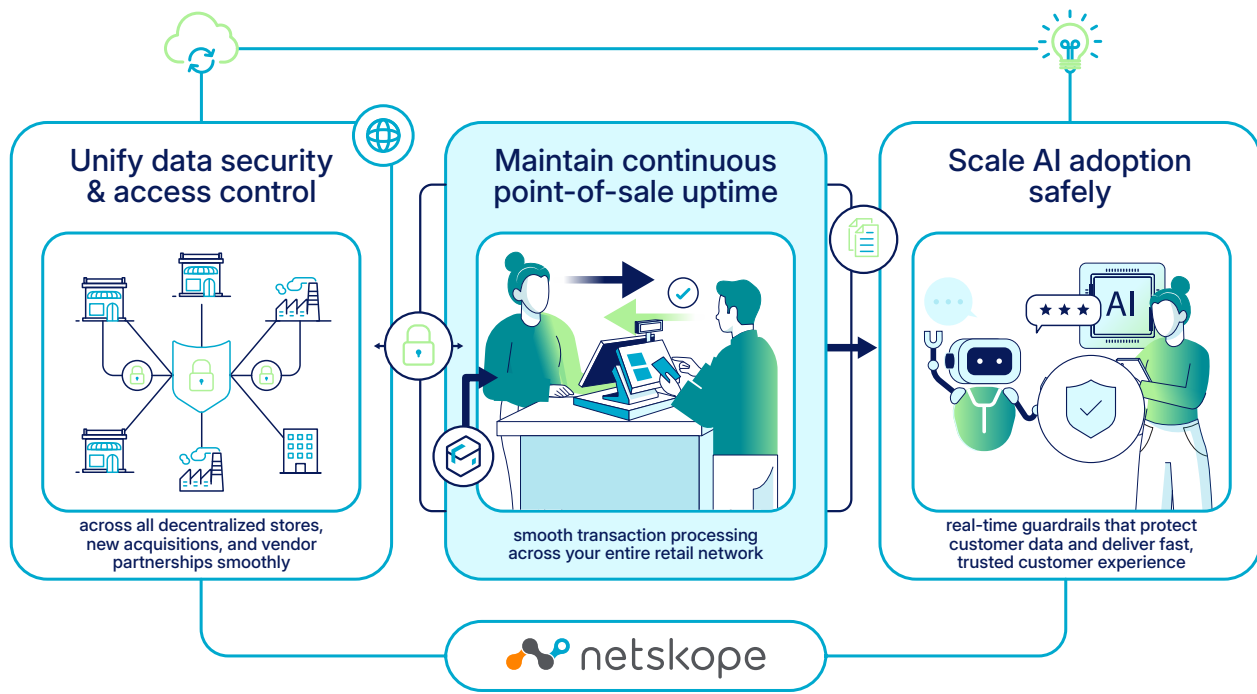
- Netskope One DSPM discovers and classifies sensitive structured and unstructured data in cloud apps, store systems, and supply-chain platforms. It continuously monitors data locations, identifies misconfigurations, and flags critical risks such as exposed payment card industry (PCI) data, overly permissive access rights, and abandoned shadow data stores.
- Netskope One DLP inspects content in real time across stores, cloud environments, endpoints, web channels, and private apps. It enforces least-privilege controls and prevents data exfiltration by blocking unauthorized uploads or downloads of sensitive data.
- Netskope One Private Access secures private traffic to business-critical applications (such as order management systems [OMS], warehouse management systems [WMS], enterprise resource planning [ERP], and loyalty systems). It utilizes built-in threat and data-loss controls to prevent malware execution, fraud, and customer or partner data leakage.
- Unified zero trust network access (UZTNA) under Netskope One Private Access and Enterprise Browser replaces fragmented virtual private network (VPN), network access control (NAC), and virtual desktop infrastructure (VDI) / desktop as a service (DaaS) setups with a single, consistent zero trust model. It extends uniform policy coverage across stores, distribution centers, headquarters, contractors, and franchise partners while containing breaches through strict traffic segmentation. For point-of-sale (POS) terminals, kiosks, and scanners, UZTNA automatically discovers, classifies, and enforces least-privilege access on the network.
- Netskope Next Gen Secure Web Gateway (NG-SWG) decodes web and cloud traffic at a granular level (by user, app, instance, activity, and data). It eliminates visibility blind spots by detecting cloud-enabled threats and blocking malicious content disguised within trusted cloud services.

Netskope addresses three core retail requirements: Protect data and access in all retail stores, maintain uptime at the point of sale, and enable governed AI adoption.

Operate 24/7 with high uptime

Retailers can maintain continuous secure access to applications and transactions across stores, ecommerce, and vendor operations to maintain high availability and stable performance even during peak seasons or network failures.

- Netskope One SD-WAN identifies application traffic right at the store branch and selects the optimal path based on real-time network conditions and corporate policy. It intelligently steers sessions over multiprotocol label switching (MPLS), broadband, or mobile data so that data leaves the store on the most stable route available, keeping POS, payment, and inventory systems highly responsive at the edge.
- This securely routed branch traffic is immediately received by the Netskope NewEdge Network, a private global infrastructure operating across 120+ data centers in over 80 regions. NewEdge instantly onboards this data at the nearest data center, bypassing congested, long-distance public internet highways. Simultaneously, to ensure uninterrupted data flow, NewEdge tracks continuous telemetry; if the primary ISP degrades, it automatically swaps paths for faster routes.
- Once NewEdge delivers the traffic to the local data center, Netskope One SSE performs real-time inline inspection and enforces security policies under centralized control. Because the heavy processing happens in this high-speed cloud layer rather than on the store's hardware, retail systems remain thoroughly protected and compliant without sacrificing performance.
- Netskope One DEM monitors the full path from user to application to detect performance degradation through real user and synthetic checks, then isolates whether the issue originates at the device, Wi-Fi, ISP, cloud service, or security layer and triggers alerts with root-cause insight for security teams to minimize store downtime.



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Grow with AI adoption and regulation

Retailers can control and scale AI usage for brand building, merchandising, customer engagement, and store operations with centralized controls, consistent policy enforcement on users and agent-based workflows.

- The Netskope One platform governs traffic between AI and users and agents in real time, with inline inspection and zero trust access controls. It monitors prompts, responses, and data flows in AI copilots and AI-powered SaaS tools to prevent sensitive data leakage. AI Command Center provides a comprehensive overview of AI assets and activity for your organization.
- Netskope One AI Gateway secures communication between internal retail applications and custom AI models hosted on cloud platforms such as Amazon Bedrock, Google Vertex, and Microsoft Azure. It acts as a central control point, managing authentication, enforcing enterprise security policy, and limiting app request volumes that can spike during peak sales periods.
- Netskope One Agentic Broker secures user and non-human workflows by monitoring communications via the model context protocol (MCP). In retail there are autonomous agents for restocking, product recommendation, customer profiling, creating pricing quotations that can be stopped from accessing unauthorized databases, executing unapproved financial actions, or exposing confidential supplier agreements.
- Netskope One AI Guardrails reviews prompts and responses as they happen to block attempts to misuse AI, jailbreaking, or data poisoning. It gives IT teams a unified dashboard aligned to industry-standard security frameworks, and features role-based access controls and audit visibility on public and internal AI models.
- Netskope One AI Red Teaming automatically tests in-house built AI models used for pricing, demand forecasting, and customer support before they go live. It flags unsafe behavior, prompt vulnerabilities, or unauthorized actions early, allowing organizations to safely accelerate AI technology rollouts.

BENEFITS	DESCRIPTION
Minimize operational silos for all branches	Apply a standard policy for data and access across all stores. Each location, whether a flagship outlet, or a franchise, follows the same policy for transactions, inventory and customer systems. No need for separate policy configurations in different locations which keeps operations consistent at scale.
Day-one access for new acquisitions	Start new branches and partners with immediate, ready access. Store managers access inventory systems, cashiers process sales, and suppliers connect to ordering tools at earliest, without rebuilding each environment. Access is assigned by role, based on how each team operates.
Protect your staff from sophisticated threats	Phishing attacks targeting store associates, franchise staff, and partners can create entry points for ransomware and malware. Netskope blocks risky sites, downloads, and links in real time, so threats do not reach store devices or systems. Simple, guided policies help employees take the right action without slowing down their work.
Reduce fraud and misuse inside the business	Control who can access payments, inventory, and customer data based on role. User activity is monitored in real time, so unusual behavior is flagged early. Consistent policies reduce fraud risk and prevent unauthorized actions across store and corporate systems.
Reduce checkout dropouts	Keep your billing counters busy, prevent long lines and abandoned carts caused by system lags. By bypassing public internet congestion, your point-of-sale systems remain fast and responsive during peak holiday surges or even local ISP outages.
Keep inventory data in sync	Our high-performance network gives inventory databases, shelf availability, and clienteling tools the performance they need to support real-time inventory visibility between stores and warehouses. Store associates get a current view of stock when helping customers on the floor.
Fast omnichannel services	Mobile devices and apps stay connected to order systems, so customers can check availability, place orders, and complete transactions without interruption.
Eliminate tech frustration and ticket backlogs	IT gets end-to-end visibility to identify and fix in-store apps and browsing issues so that sales associates do not have to deal with downtime or slow app performance.
Customer trust and loyalty	Payment details, loyalty profiles, and customer information remain controlled in POS systems, mobile apps, and in-store browsing. Data handling follows the same protocols wherever it moves; for example, checkout counters, kiosks, or store devices.
Personalize shopping experience with AI	Secure AI-driven recommendations and agents improve customers' shopping experience. We provide the guardrails so customers can interact with these AI tools without exposing their personal data.



Interested in learning more?

Request a demo

Netskope (NASDAQ: NTSK), a leader in modern security and networking for the cloud and AI era, addresses the needs of both security and networking teams by providing optimized access and real-time, context-based security for the AI ecosystem inclusive of agents, applications, tools, LLMs, people, devices, and data. Thousands of customers, including more than 30 of the Fortune 100, trust the Netskope One platform, its Zero Trust Engine, and its powerful NewEdge network to reduce risk and gain full visibility and control over cloud, AI, SaaS, web, and private applications – providing security and accelerating performance without trade-offs. Learn more at netskope.com, Netskope.ai, on [LinkedIn](#), and [Instagram](#).