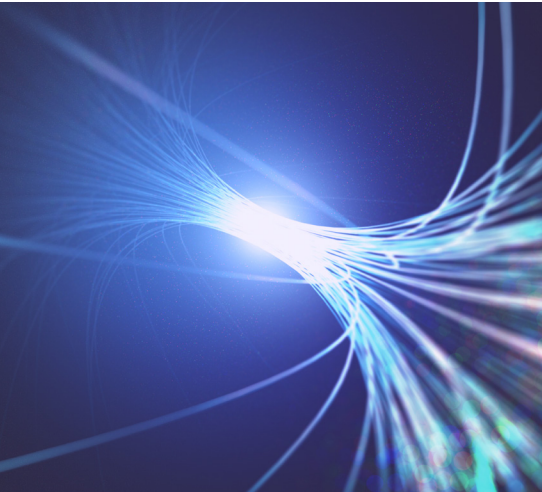


TOOQ Embeds NetFoundry to Secure and Accelerate Deployment of Retail Edge Devices



Solution Brief



Overview and Goal

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 that facilitate decision making for acquiring customers, investing in sales, and marketing, and increasing the productivity of their customers.

TOOQ has developed smart data solution for clients in the retail sector that integrates proprietary algorithms, including machine learning and firmware, on top of Arm- and Nvidia-powered hardware to provide cost-effective, scalable and reliable data analysis 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.

Application Area:

- + Retail
- + Edge Compute
- + IoT
- + AI and Analytics

Arm Technology:

- + Arm Cortex-based Raspberry Pi

Further Details:

- + [Improve Security and Velocity by Embedded Zero Trust](#)
- + [NetFoundry Case Study – TOOQ](#)

Challenge

As TOOQ began to scale up their deployments into multiple retail store locations, it encountered 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, its retail edge devices are securely connected and communicating with TOOQ's analytics applications running in public clouds without having to worry about the retailer networks or to create VLANs and change firewall rules.

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Solution and Benefits

TOOQ partnered with NetFoundry to address these edge connectivity challenges by implementing zero trust networking-as-code directly into their Arm-based retail edge devices with NetFoundry pre-built on Docker containers. This provided TOOQ with a zero trust, cloud-native, private overlay network that works across any underlay connectivity between customer locations.

TOOQ is now advancing its business and adding value for:

- Accelerating customer ROI and improving customer satisfaction
- Cost saving of approximately 50% when compared to legacy VPNs
- Simplified and rapid rollouts of hardware endpoints in retail locations – no need to send engineers onsite or to setup VLANs and re-configure firewalls
- Ensuring data integrity from edge to cloud with a zero trust and secure by design approach

Partnering with NetFoundry has helped TOOQ implement a future-proof, secure connectivity infrastructure capable of accelerating its ability to design and deliver innovation.

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