The Commerce Team **Global**

Peak-Ready Retail:
A Practical Framework to Prevent Downtime and Data Breaches

Executive Summary

Q4 brings enormous opportunity and risk: competition, pricing pressure, marketing inflation and logistics compression. But nothing destroys value faster than the thing nobody budgets for: downtime.

Whether triggered by cyber attack, unexpected bot surge, failing third-party service, or some tiny edge-case deployment error — downtime hits revenue directly, instantly. Retailers globally lose, on average, £4,000 per minute when the commerce stack fails.

And that is... just the visible cost. The invisible cost is trust.

· 67%–74% of mid + large retailers reported breaches in the last 12 months
· Nearly 80% of consumers stop buying for months after a breach

"It's not if. It's when."
Paul Sanderson, CEO at The Commerce Team Global (TCTG)

The hidden enemy: modern attack surface

Retail has never been more exposed. Not because retailers are weak — but because retail stacks have become too distributed.

Legacy systems connected to headless front ends. Third party feature services everywhere. Payment gateways. CDNs. Search providers. Personalisation engines. Layered on middleware. Layered on APIs. Layered on orchestration.

Every one of these is a potential fracture. Retailers know this — and the threat is not just enterprise-scale anymore. SMEs are increasingly prime targets.

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"Mid-market retailers believe they're too small to target — in reality they are prime targets because they hold valuable data but lack enterprise-grade defence."
Chintan Shah, Head of QA at TCTG
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Other challenges retailers face

1) Budget is pulled toward growth, not protection — security spends compete with growth targets

2) Talent gap — most retailers do not employ cybersecurity specialists

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Without skills in-house, teams struggle to detect, prioritise or respond — which leads to slower remediation and higher impact.
Chintan Shah, Head of QA at TCTG
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Meanwhile the economics have moved on

In 2025, "being offline" is not just a technology problem, it is a cross-department responsibility.

It's no longer enough to have "uptime monitoring" that pings the home page and says "we're green". That is the equivalent of checking if the lights are on while ignoring whether the tills are working, the payment gateway is responding, or bot traffic is consuming your capacity

A site can be up — while checkout is broken
A site can be up — while pages take 11 seconds to render
A site can be up — while your payment gateway times out

A slow site is an outage.
A blocked checkout is an outage.
A bot surge is an outage.

Retail does not lose margin because the server fell over but because monitoring only caught the failures that were obvious.
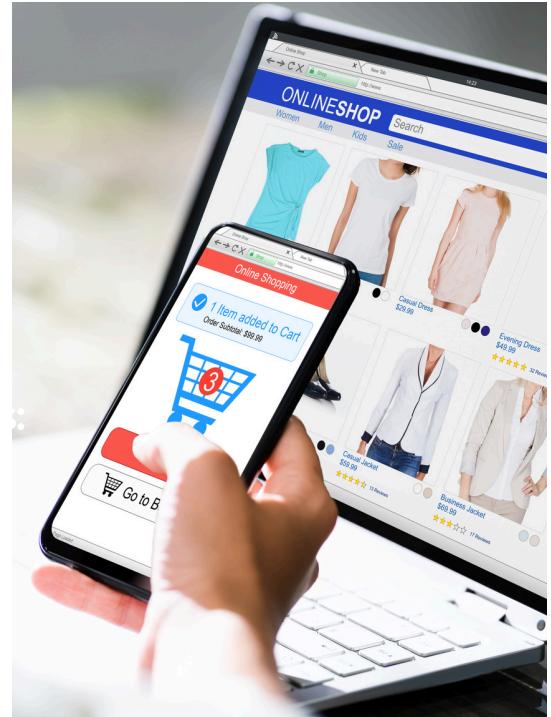
Outage types that are often overlooked

Most commerce teams still focus on servers, but the modern outage surface area is broader:

· code deployment defect
· DB overload
· API choke
· DNS attack
· content asset bloat
· slow payment gateway
· SSL expiry
· bot surge
· synthetic search spike
· 3P vendor maintenance nobody told you about

The Monitoring Tools Available

The market already has the tools to solve individual issues — retailers just don't stitch them together

Monitoring class	What it does	What it misses
Uptime monitoring	Is page reachable? SSL valid?	Does not confirm commerce works
Log monitoring	Back-end application logs	For engineers, not the business
RUM — Real User Monitoring	Measures real user performance, TTFB	Does not simulate full transaction
APM — Application Performance Monitoring	DB, infra, connections	Not journey-aware
Synthetic Monitoring	Automated user journeys	Needs interpretation
WAF / Security Monitoring	Attack / bot detection	Not commerce context

Each of these tools is useful — individually.

Collectively? They are fragmented and overwhelming to manage.

One, Unified Dashboard

We believe retailers need one view of everything that impacts your site — and tooling that understands and fetches the signals that actually matter to ecommerce teams.

The approach to monitoring has changed — and so have the questions leaders should ask.

Old Way	New Way
Is the site up?	Can the user spend money?
An IT only responsibility	Business + IT shared context
Reactive approach	Preventive + proactive
Generic tool	Commerce-specific capability
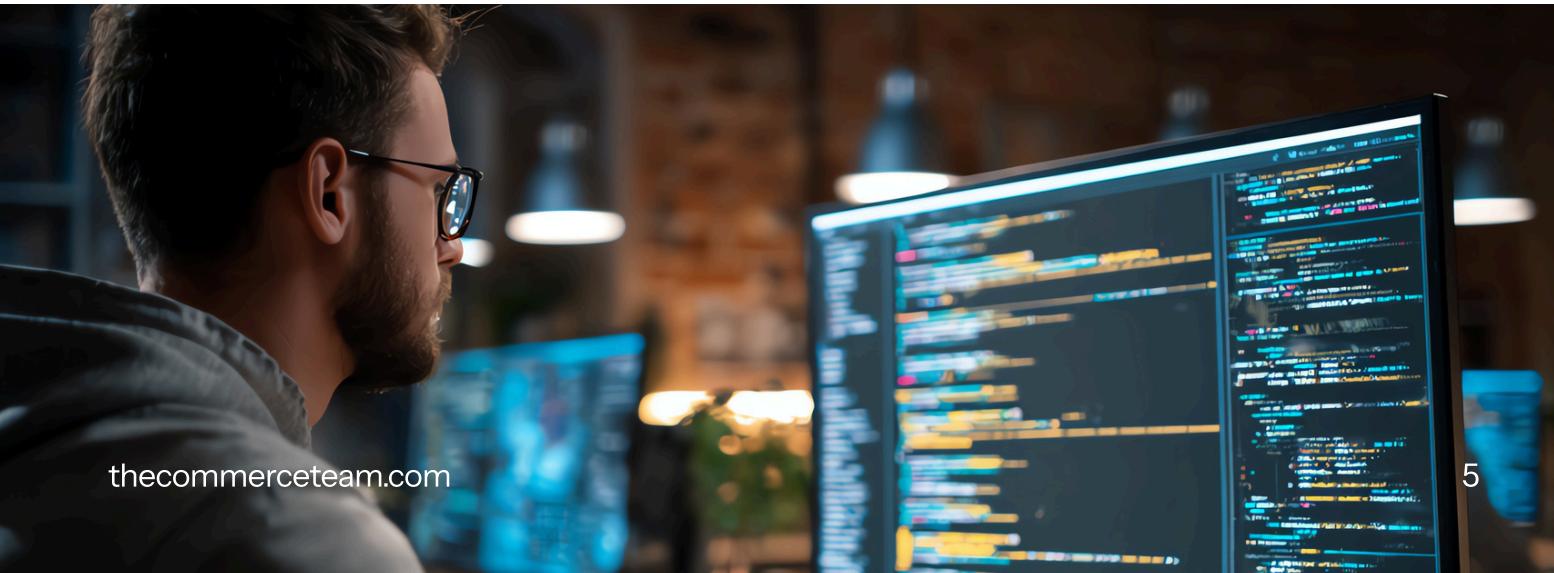
Here is the good news

Retail does not need an 18-month transformation to fix this.
Real-time commerce monitoring can be deployed in under two weeks.

In ecommerce, the absence of issues can simply mean you haven't instrumented the journey well enough to see them. The unknowns live where your data capture is weak.

And that is the game changer.

Suddenly marketing can see when paid traffic is driving into latency, commercial directors can see the exact moment conversion softens and engineering gets signal and root cause.
The real shift in ecommerce today is understanding monitoring as business intelligence

If there is one recommendation we give global retailers right now, it is:

Don't wait for the outage to prove the business case. The capability exists now. And time is the one advantage every retailer still has today.

> "Real-time monitoring will cost less than one minute of downtime.
>
> **Paul Sanderson - CEO at The Commerce Team Global**

About
The Commerce Team Global

We are a global team of experts fuelled by a desire to create solutions. Our key aim is to build lasting relationships and ensure positive interactions with our clients, partners and staff.

Today, thanks to our talented team and thriving partner ecosystem, we're proud to be trusted by over 50+ global brands and have successfully delivered 500+ digital projects for leading retailers worldwide. And we're just getting started.

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The Commerce Team Global

Schedule your Readiness Review today

Discover vulnerabilities, strengthen your systems and ensure peak performance with The Commerce Team Global.
Stay ahead of downtime.