Empower the Hybrid Workforce for Retail

Retail investments are increasing in critical areas, with **47%** of CIOs reporting increased investments in digital business transformation initiatives and **42%** focusing on total experience solutions.[1]

Modern-day retail challenges

- Legacy IT impedes digital experiences, negatively impacting business

- Fierce competition and changing customer dynamics demand faster cloud adoption

- New hybrid work models increase attack surface

- Inconsistency in developing and deploying modern apps increases risk

- Limited visibility across clouds and environments makes threat detection difficult

Supporting the globally distributed work environment

Driven by a historically tight labor force, innovative technology is streamlining the remote/hybrid workforce, ushering in a new generation of workers who prefer flexibility and a work-life balance. As work preferences are rapidly changing, today's retail executives are on the hunt to ensure a synergistic balance between employee satisfaction, business growth and operational security—a balance that, if not accounted for properly, could pose a sizable challenge.

Regardless of where employees work, or how the workforce is supported, it's clear that a substantial contribution to today's retail success depends on how effectively a store can deliver a pleasing experience to both the customer and the employee.

To achieve both of these in a synergistic manner, the future retail workforce must be empowered with digital dexterity, founded on a diverse set of technological solutions that deliver a superior experience. To that end, VMware is dedicated to supporting tomorrow's globally distributed workforce through industry-validated solutions that assist, streamline and secure retail businesses.

VMware Cross-Cloud™ lays the foundation for retail success

To meet the needs of tomorrow's workforce, retail organizations are moving to the cloud—often leveraging more than one cloud to get the job done. VMware Cross-Cloud unifies applications, cloud infrastructure, cloud management services and distributed endpoints under a data management umbrella that empowers retail organizations to connect stores and consumers with data, insights and resources, thereby driving the next wave of consumer-driven retail experiences.

VMware Cross-Cloud's infrastructure accelerates retail's ability to build, run and secure applications across any cloud, increase governance, control all apps and facilitate an anywhere workforce—without jeopardizing security.

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Benefits of modernizing retail IT systems

- Achieve growth and profitability goals with modern retail infrastructure

- Increase IT agility by broadening the automation of retail operations

- Improve efficiencies by providing a path for traditional app transformation and deploy modern apps faster

Unique value of cloud transformation with VMware

- Simplest, lowest cost path to cloud

- Use existing tools, training and talent across clouds

- Integrated network security

VMware's Cross-Cloud services provide flexibility in a highly secure environment:

Enable the anywhere workspace

VMware Workspace ONE™ and VMware Edge™ enable your team to work in a distributed manner while delivering the same level of service and productivity. This synergy between employee satisfaction and delivery of services is the value differentiator for tomorrow's retail business.

Streamline security and networking

VMware Carbon Black Cloud and NSX® Cloud deliver security as a built-in native feature within VMware Cross-Cloud. Long gone are the days when security was an afterthought and security solutions were delivered piecemeal at best. VMware Cross-Cloud offers a distributed service, founded on a Zero Trust policy that limits tools and silos, all leading to a more efficient and streamlined security process.

Achieve multi-cloud management

VMware Cloud Management provides the connective management layer that allows organizations to expand into multiple cloud environments—simply and efficiently. With VMware Cloud Management, you can automate manual tasks and deliver optimized capabilities that maximize performance, adjust capacity, streamline compliance and remediate issues as they arise across clouds.

Unlock enterprise-grade cloud infrastructure

VMware Cloud lets you run, manage and protect all of your workloads in the cloud. This enterprise-grade platform provides a consistent IaaS and CaaS environment across all public cloud and edge environments, incorporating all the enterprise-grade capabilities that customers expect from VMware.

VMware Cross-Cloud services accelerate retail

VMware Cross-Cloud services empower retail organizations to build, run and manage applications that power their business. Through the connected app platform, powered by VMware Tanzu, to VMware Workspace ONE, VMware Cross-Cloud services turn the traditional retail operation into a data-driven, insights-powered machine.

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About VMware Cross-Cloud services

VMware Cross-Cloud services provide an integrated **portfolio of software-as-a-service (SaaS) solutions and interoperable technologies** focused on helping organizations maximize the business benefits of using multiple clouds.

VMware is the #1 trusted vendor for enterprise workloads running across clouds[1,2]

- Retailers run on VMware. The top 10 global retailers are VMware customers.

- 300K+ global organizations rely on VMware solutions.

- 20+ years of innovating and reducing complexity around enterprise apps, driving IT modernization.

- VMware is a primary contributor to the Cloud Native Computing Foundation.

- VMware is leading the effort to make Kubernetes accessible to everyone.

Be retail-ready with VMware Cross-Cloud

Enable in-store associates with upscaled apps and operations: VMware's vendor-agnostic, multi-cloud-supportive digital foundation enables retailers to reshape in-store experiences using cloud-native applications, smart machine technologies, self-service options, automation solutions, employee digital workspaces, and cross-channel integration to positively influence the shopping experience.

Modernize retail and point-of-sale infrastructure: VMware Tanzu leverages agile methodologies and cloud-native principles, like containerization, microservices and APIs, to enable a faster path to production and improve the customers' and employees' digital experiences.

Connect, Secure, Grow: Built on best-in-class technologies, including VMware NSX, VMware SD-WAN by VeloCloud, and VMware vRealize® Network Insight, VMware solutions connect and secure applications and data across private, public and edge/branch clouds with a scale-out approach that is independent of the underlying physical infrastructure.

Learn more

Set up a meeting with our sales team for a personalized demo or for more information, including how to take advantage of VMware Cross-Cloud services and capitalize on the rich offering of cloud transformation. To find out more, go to VMware Retail IT Solutions.

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1. FY22 VMware Workloads Tracker, Management Insights, January 2022.
2. Management Insights. "FY22 VMware Workloads Tracker," January 2022.