



VMware Retail Solutions

Extend POS life cycle, realize impactful ROI, and innovate faster

VMware Retail Solutions POS platform



VMware Horizon®



VMware Workspace ONE®



Stratodesk™ NoTouch OS

At a glance

- POS terminals run a thin client that is supported on existing and new hardware
- Terminals can become multi-functional devices
- POS applications can be run on nearly any device without constraint
- Operating systems and applications are updated centrally and easily deployed using automation
- Store services are managed from the retailer's cloud of choice

With Workspace ONE Unified Endpoint Management (UEM),

retailers can also manage the full lifecycle of any endpoint—mobile (Android, iOS), desktop (Windows 10 and 11, macOS, Chrome OS, Linux), rugged and even IoT—in one management console to support all mobility use cases.

A changed retail environment creates point of sale (POS) challenges

As retailers are reinventing business to meet rapidly evolving customer demands, new omnichannel models, and supply chain challenges, POS systems have become the hub for an innovative customer experience and enabler for business priorities.

But even as retailers adopt new business models and undergo digital transformation, POS systems create challenges when upgrading hardware and software and managing systems at scale:

- Retail scale can create enormous and widely dispersed systems
- Hardware and software life cycles are not well aligned
- Increased agility is required to deploy new systems and solutions
- Managing a retail ecosystem is a costly endeavor
- Deploying updates and patches to maintain security standards is complex

VMware Retail Solutions extends hardware life cycles to lower TCO, maximize ROI

VMware Retail Solutions™ decouples the operating system from hardware utilizing a proven virtualization hypervisor, secure VDI and cloud management tools. It can run on any cloud utilizing VMware Cross-Cloud Solutions or at the edge with VMware Edge Compute Stack.

And, because VMware Retail Solutions gives IT and POS teams the ability to take advantage of the same DevOps practices utilized to simplify data center and end user compute solutions in the retail front-of-house, POS hardware can be utilized to its fullest extent – all while providing IT with access to the latest operating systems and patches.

VMware Retail Solutions gives retailers the ability to rapidly deploy the latest software solutions without compatibility concerns, while lowering TCO and maximizing ROI.

Drive impactful marketing activities and business results

- Take advantage of new service offerings in marketing campaigns to attract and acquire customers
- Store analytics solutions can be deployed and updated rapidly to provide advanced metrics to marketing teams
- Marketing and IT spend can be allocated to support customer loyalty and behavior solutions

Key benefits

- Extend the life of existing POS hardware and/or delay capital spend
- Leverage edge and cloud compute strategies
- Reduce recovery operations time, complexity, and costs
- Enhance POS endpoint security and performance
- Future proof technology and provide additional hardware choices

A simplified and cost saving solution

By abstracting the operating system from the hardware, VMware Retail Solutions maximizes hardware lifecycles to lower TCO by:

- Allowing IT to manage POS devices at the scale of retail using familiar automation tools
- Adding applications or deploying new technology can be done with minimal hardware spend
- Taking advantage of VMware Cross-Cloud Services™ and VMware Edge Compute Stack enables benefits that were previously unavailable to the retail front-of-house
- Cloud also reduces retail technology costs and complexity by moving to an OPEX model and facilitating day 2 operations without the need to deploy on-site technical resources.

Security

VMware Retail Solutions enables the deployment of the latest software, as well as updates and bug fixes, to minimize security risk and maintain compliance with PCI. This allows security organizations to shift left and address security earlier in the DevOps process.



Confidently secure POS

Maintain systems using virtualization and automation, eliminating the need to update and patch physical hardware systems and on-site software to ensure systems are always protected against the latest threats.



Centralize POS management

Reimagine the retail ecosystem as a software defined, centrally managed environment that allows you to leverage orchestration and existing analytics tools to manage previously isolated systems.



Maximize uptime

Reduce or eliminate the downtime that systems require for periodic maintenance and the introduction of new services while enabling developers to test without impacting the production environment and rollback, if necessary, without impacting on-going operations.

Reduce e-waste

Address the environmental concerns associated with POS solutions and also align with environmental responsibility imperatives by extending the life of devices by 30-50%, which results in less e-waste going into landfills.

Accelerate and manage digital transformation

With the VMware Retail Solutions platform, retailers can take advantage of software defined environments to:

- Improve POS ecosystem efficiency
- Extend the life of POS hardware investments
- Simplify and ease the management and orchestration of retail environments

By taking advantage of proven VMware solutions and leveraging existing technology investments, retailers can securely deploy new technology quickly. In addition to eliminating the need to retrain POS teams on new technology, VMware Retail Solutions simplifies the IT stack so your business can focus on innovation, rather than training staff on new products and services.



Eliminate redundant hardware

Alleviate the need to deploy additional hardware and increase retail flexibility with the ability to run multiple workloads on hardware.



Facilitate mobile POS and pop-up shops

Leverage existing POS system with no retooling or additional software purchases and conveniently run point of sale on a mobile cart, tablet, or handheld device such as a mobile phone to service customers.



Enable thin client devices

Consolidate workloads and run them in the cloud or on edge deployed servers with lighter weight and thinner devices that don't require as much power or investment in order to run in a software-defined environment.



Support rapid brand expansion while minimizing costs

Create a Store-in-a-Box, to provision and deploy virtualized solutions without requiring physical equipment to be located on-site, minimizing downtime and retraining.

Summary

The VMware Retail Solutions platform can help retailers transform operations, improve the customer experience, and accelerate growth. With proven solutions that simplify the IT stack, leverage current technology investments, and build upon existing team skills, VMware Retail Solutions keeps your business in innovation mode.

To discover how VMware Retail Solutions can help lower TCO, maximize ROI and power retail momentum, [visit the website](#) or contact your VMware representative.