



Accelerate Retail Cloud Transformation

58% of retail technology executives stated that they either have deployed or increased investment in cloud technology from 2021 to 2022, increasing both operational efficiencies and improving the customer and associate experience.

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

Accelerate retail with a modern multi-cloud infrastructure

Facing increasingly unpredictable supply chains and shifting customer preferences, retailers are in a high-stakes challenge for survival and growth. Businesses cannot afford to choose between maximizing their business today and building for the future—they need to do both.

As customers' needs have shifted away from traditional in-person buying to a digital experience, retailers quickly are shifting their investment from traditional brick-and-mortar operations to enable their IT environments to power today's customer purchasing experience. This creates both incredible opportunities but also immediate challenges as adopting a cloud-native architecture approach dedicated to delivering superior digital experiences that drive top-line growth requires changes to the traditional IT paradigm.

To achieve this cloud-native platform, organizations are taking a hybrid approach. In addition to running retail apps in public clouds, retailers will continue to run core retail applications in the data center/private clouds. To address this cloud hybridity and gain parity with new applications, retailers will need to manage applications using modern multi-cloud infrastructure and microservices architectures that enable Dev and Ops to build, deploy and operate any application securely and efficiently across any cloud.

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

Unlock your true retail potential with VMware

Building an innovative and resilient cross-cloud infrastructure can be costly and resource intensive, until now. With VMware Cross-Cloud™ services, retail organizations can create tailored, cross-cloud environments built on a portfolio of VMware products and services, all designed to make achieving a seamless, scalable, cross-cloud solution intuitive and straightforward. It's all in the innovative IT solutions delivered by VMware that, together, can seamlessly integrate to deliver a comprehensive hybrid cloud experience that meets the flexibility and scalability of today's retail services industry. With VMware Cross-Cloud you can:

Deliver developer autonomy

Developers shouldn't be limited in their efforts. With VMware Tanzu, developers can build innovative retail apps on the cloud that's right for them, while also giving IT Security and Ops the platform needed to enable a streamlined DevSecOps approach.

Achieve a dependably secure cloud

Cloud needs to be dependable. VMware Cloud provides a consistent IaaS and CaaS environment spanning public, private, on-prem and edge data centers. VMware's industry-standard infrastructure and cloud-native services are designed with security in mind—keeping retail secure while eliminating the need to juggle disparate cloud management toolsets or to refactor applications.

Simplify omni-cloud management

VMware Cloud Management simplifies managing a multi-cloud environment, allowing you to automate previously manual tasks and deliver optimization capabilities that maximize performance, adjust capacity, streamline compliance and remediate issues as they arise across clouds.

Strengthen security and networking

Today's cyber battle is growing. Fortunately, VMware Carbon Black Cloud™ + NSX® Cloud can help as they offer built-in security standards, such as distributed Zero Trust, intelligent distributed firewall with layer 7 Application ID, distributed IDS/IPS and other security features—all with fewer tools and silos—so you can scale with confidence, speed and accuracy.

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 prepared for the future of retail with VMware Cross-Cloud

VMware Cross-Cloud services provide a connective fabric for retail organizations that links stores and consumers with data, insights and resources so as to power the next wave of consumer-driven retail experiences. By connecting VMware's app platform, cloud infrastructure, cloud management and the edge, retail organizations can build, run and secure applications across any cloud, increase governance, control all apps and facilitate an anywhere workforce—without jeopardizing security. With VMware Cross-Cloud services, retail organizations finally have a solution that meets the technological demands of tomorrow's retail environment.

The unparalleled value of VMware Cross-Cloud



Unlock development with containers — Build retail apps on any cloud enabled by the container orchestration system Kubernetes, delivered by VMware.



Optimize your cloud operations — Seamlessly migrate applications and workloads to the cloud of your choice, enabled by VMware Cross-Cloud, while maintaining management and control through a unified cross-cloud management interface built on VMware.



Protect workloads at the edge — Leverage a cloud-based Zero Trust initiative designed to greatly reduce the risk of cyberattacks through intuitive, built-in VMware security services.

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 to capitalize on the rich offerings of cloud transformation. To find out more, go to [VMware Retail IT Solutions](#).

1. Forbes. "The 5 biggest tech trends in Financial Services." January 22, 2022.

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