Our ecommerce system is the lifeblood of our online business. Downtime or outages are never an option for us. Thanks to VMware, our e-shop and all online channels can now run seamlessly and consistently with 24/7 availability, stable performance, and automated scalability.

WILLIAM POON, CHIEF INFORMATION OFFICER, CHOW SANG SANG
Reshaping Retail at Scale

In the wake of rising consumer expectations and ubiquitous change, retailers are tapping into data, modern applications, and digital omnichannel technologies to deepen customer engagement and drive greater loyalty and growth.

For more than twenty years, VMware has partnered with retailers worldwide to accelerate their omnichannel digital strategies. As the IT platform of choice for retail, including 10 out of the top 10 global retailers, VMware provides multi-cloud services for all apps, enabling digital retail innovation that accelerates growth, improves customer experience, and increases operational excellence at scale.

VMware on Retail: Learn how our solutions modernize retail IT to transform the consumer experience at scale.
VMware Digital Foundation for Retail

Today, every retailer needs a trusted IT foundation that makes it possible to adapt and transform without disruption. VMware digital solutions spanning application modernization, multi-cloud operations, networking, security, and the anywhere workforce support the next generation of retail. From the data center to the far-reaching edge, VMware’s unified, multi-cloud platform and operating environment bridges legacy investments with public cloud, modern apps, and intelligent technologies, giving retailers the digital foundation needed to transform omnichannel experiences.
With VMware modern IT infrastructure and application solutions, retailers can quickly adapt to fast-changing consumer expectations, unify commerce experiences across touchpoints, and accelerate time to market.

**Modernize retail and point of sale infrastructure**
- Standardize IT infrastructure and operations on one digital foundation across on-premises, cloud, and edge environments.
- Leverage a consistent cross-cloud architectural model to drive down operational costs and complexity.

**Expand commerce and business models**
- Operate modular, API-driven infrastructure that integrates with retail partners, platforms, and technologies to enable new capabilities and revenue streams.
- Launch new digital products and services faster with modern application architecture.

**Power in-store agility and consumer experience with edge technology**
- Process and optimize data locally in individual stores to boost in-store operations, agility, and productivity.
- Improve the performance and availability of applications.

**Respond rapidly to consumer and market opportunities**
- Continuously optimize, update, and expand digital capabilities without breaking app architecture.
- Improve consumer experience by incorporating personalization.

**Support continuity by enabling modern, multi-cloud applications**
- Leverage public cloud to access retail infrastructure, apps, and services on demand.
- Maintain business continuity and app performance across ecommerce, in-store, and edge environments.
Empower a modern retail workforce
- Equip every employee with secure, seamless access to corporate resources, applications, and data from anywhere.
- Improve the performance and productivity of a distributed retail workforce.

Enable in-store workers with modern apps and operations
- Support technology-driven store environments that leverage AI, IoT and automation to deliver customer convenience and efficiency at scale.
- Empower associates with information and services that add value and deepen customer engagement.

Personalize and unify cross-channel consumer experiences
- Update the application portfolio to support modern digital capabilities, including data integration, AI, and ML.
- Leverage microservices and modern app technologies to build and deploy responsive applications that drive consumer loyalty, engagement, and growth.

Support seasonal demand with modern applications
- Reduce the time required to onboard new product teams and engineers from months to minutes.
- Quickly scale infrastructure to prepare for holiday traffic in seconds rather than weeks.

Improve Consumer and Employee Experience

From improving internal processes to arming employees with apps and information that enable them to pivot to meet customer needs and do their jobs well, retailers can build and scale a digital workplace environment that supports a digitally savvy workforce. VMware’s industry-first digital workspace architecture empowers retail employees and staff to securely access apps, data, and systems from any device or location. Meanwhile, our cloud-native development platform and services enables retailers to update the application portfolio and support modern digital capabilities for consumers and employees alike.

“Thanks to Workspace ONE, the software updates that used to take weeks are now completed in one hour smoothly. This has led to a substantial decrease in the number of support calls and a substantial increase in internal customer satisfaction.”

MURAT ZOBU, IT INFRASTRUCTURE AND OPERATION SYSTEM DIRECTOR, MIGROS
Retailers are adapting cybersecurity strategies as fast as attack numbers and vector multiply. In the first half of 2021, 73% of retail executives reported that their organization faced at least one major security breach. Fortunately, through our unique expertise in infrastructure, VMware brings a singularly different lens and set of powerful cybersecurity capabilities to ensure PII and sensitive data remains safe.

VMware’s consistent cross-cloud architecture enables an intrinsic security model that embeds security into every layer of the IT infrastructure. Through this unique vantage point, retailers can leverage existing IT infrastructure to operationalize Zero Trust across the entire retail environment and better identify, prevent, detect, and respond to threats and abnormalities from data center to cloud to edge. No other vendor today provides an integrated approach that eases the move to Zero Trust through infrastructure intelligence.

**Protect consumer data and reduce risk**
- Enforce Zero Trust through infrastructure intelligence to quickly detect, isolate, and remediate threats targeting retail operations and customer data.
- Leverage advanced situational intelligence and analytics to automate threat detection.

**Streamline and meet regulatory compliance**
- Automate detection and response to vulnerabilities, misconfigurations, and change activity across on-prem and cloud environments.
- Schedule policy control checks across compliance frameworks.

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"We have to find ways to ensure that we can strengthen our network, and one of the great things about VMware Carbon Black Cloud is that it sits on the endpoint. Regardless of the network environment our employees are in, we can still apply policies internally to that device itself."

JIMMY SANDERS, HEAD OF INFORMATION SECURITY, NETFLIX DVD

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"VMware Q3 Executive Pulse”. September 2021. (N=110 Retail Technology Executives)
The Future is Now in Retail

Amid disruption, retailers are adopting and refining digital technologies that increase operational efficiency and boost the bottom line. They’re empowering the workforce to engage consumers in ways that build value and loyalty across channels. And they’re innovating—looking to modern application architecture, multi-cloud operations, and digital workspaces to evolve in-store and online experiences.

With end-to-end digital solutions that solve the world’s most complex IT challenges, VMware is transforming retail IT to safely accelerate next-generation customer experiences while building innovation, agility, and resiliency into the core of the organization.

To learn more, visit vmware.com/go/retail.