

# Usher in a New Era of Retail Driven by Cloud Transformation

VMware Cross-Cloud Services for Retail

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## VMware gives retailers a competitive advantage

Due to recent global events paired with an unprecedented shift in the use of technology to accelerate core business processes, today's retail organizations are quickly finding that traditional IT operations no longer deliver the speed, scale and flexibility required to remain competitive in today's retail environment. To this, retailers are looking to cloud transformation as a way to evolve and align with the rich technology-enabled opportunities found in today's retail market.

In parallel to a need to innovate, creating shared superior experiences for customers and employees is becoming a top trend for CIO investment in 2022. Here, retailers are placing more focus than ever before on total customer experience and employee experience.

VMware can help retailers effectively adopt a cloud initiative in a seamless, scalable, cost-effective manner that is both minimally disruptive to retail operations, and also creates a superior experience for customers and employees alike.



# Factors influencing retail IT investment

## 1. Customer experience

Over the last few years, leading retailers have been working to transform stores into execution hubs that empower people, processes and technology. In fact, 73% of retailers expect to increase store technology investments in 2022. Because stores remain at the core of delivering value and excellent experiences to customers, retailers' ability to invest in and foster in-store digital workplaces for frontline associates becomes imperative.

## 2. Store innovation

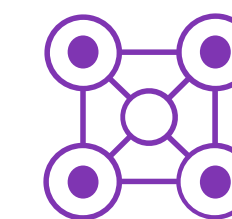
Retailers are investing in both customer and associate experience. Associates must be empowered with digital dexterity for the successful execution of unified commerce strategies. Helping retailers elevate store associate roles as a key competitive differentiator by showing the impact of technology investments on the associate's daily work.

## 3. Cloud

Retailers are looking to modernize and accelerate digital transformation in 2022 to implement seamless cloud operations, modern app pipelines and distributed workforce initiatives to establish frictionless omni-channel customer experiences.

## 4. Empower store associates

Productivity is becoming increasingly distributed in retail especially when you look at supply chain challenges and same-day shipping logistics. 76% of retail executives report that the complexity of their digital workspace is constant or growing in 2022 due to more endpoints and protection of increased endpoints.



According to VMware's Executive pulse survey, **80% of retail executives report that the complexity of their cloud infrastructure is constant or growing** in 2022 with 79% looking to adopt retail specific cloud solutions.

## VMware delivers a comprehensive hybrid and multi-cloud platform for retail innovation

Facing increasingly unpredictable supply chains and shifting customer preferences, retailers are in a high-stakes challenge for survival and growth. You cannot afford to choose between maximizing your business today and building for the future; you need to do both. It's VMware's focus, to deliver cloud-native solutions that enable retail operations to meet the needs of today's dynamic marketplace while also ensuring the organization can scale in a manner that is seamless and secure.

- Empower your retail organization to create breakthrough omni-channel customer experiences with VMware.
- Modernize your infrastructure and application investments with VMware Cross-Cloud™ services.
- Accelerate your retail cloud transformation.
- Deliver cloud-native consumer-focused apps.
- Empower your hybrid workforce, securely aligning teams with the data and resources they need to support customers at every stage of their shopping journey.
- Scale innovation while lowering risk.
- Break down silos and connect retail teams, store personnel, and remote workers through frictionless workflows.



**VMware is the #1 trusted vendor for enterprise workloads running across clouds**<sup>1</sup>

Retailers runs on VMware — 10 of the top 10 global retailers are VMware customers

300K+ global organizations run VMware

20+ years innovating and reducing complexity around enterprise apps and driving IT modernization

Primary contributor to Cloud Native Computing Foundation

Leading effort to make Kubernetes accessible to everyone



# Innovate to optimize the retail store

The retail sector is experiencing radical change. At the forefront of this is the store — getting customers back in, gaining back their trust and loyalty and offering them as good an experience as online. But this can be a challenge. The Edge offers real-time access to data processing — leveraging technology, connectivity, and the skillset of an emerging digital workforce, to improve operational efficiency, better understand the customer and deliver targeted storytelling that will unlock consumer value and loyalty over a lifetime.

## 1. Drive in-store innovation

Deploy and manage new services with edge-native applications from point of sale to inventory management and loss prevention. Roll out the latest in-store innovation at speed and scale on purpose-built edge solutions, run and manage from the center and deploy to all stores and distribution centers. Ensure every location is running the latest service and is in-sync with one another.

## 2. Optimized store operations

Leverage VMware investments to extend hybrid, public and private cloud solutions to the edge, all run and managed from the same console with the same policies and procedures already in use. Develop applications from wherever appropriate and leverage zero touch provisioning with confidence across all stores.

## 3. Secure, multi-cloud connectivity

Deliver an edge network solution to meet the needs of the modern retail store. Proactively manage and monitor the wired and wireless networks and the high and low latency requirements. Ensure seamless connectivity to the multi-cloud services required to secure and run multiple stores. Create and deploy zero trust models and ensure end point protection across all store devices.

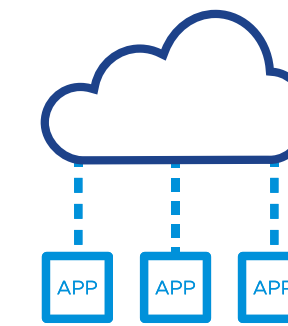


## VMware Cross-Cloud services for retail

VMware Cross-Cloud services empower retail organizations to connect stores and customers with data, insights, and resources driving the next wave of consumer-driven retail experiences. Through a consistent, cross-cloud infrastructure, retail organizations can build, run, and secure applications across any cloud, increase governance, control all apps, and facilitate an anywhere workforce—without jeopardizing security. VMware Cross-Cloud services provide a cloud-agnostic infrastructure and set of tools with a consistent way to address the following multi-cloud challenges in retail:

### Modern application development

Give developers the autonomy to build modern customer-facing and internal retail apps, giving IT Ops the ability to manage policies and infrastructure security across all clouds and development environments.



Integrate and operate a cloud-native platform at scale to drive top-line growth

### Multi-cloud management

Automate previously manual tasks and deliver optimization capabilities that maximize performance, adjust capacity, streamline compliance, and remediate issues as they arise across clouds.



Accelerate retail cloud transformation

### Enterprise-grade cloud infrastructure

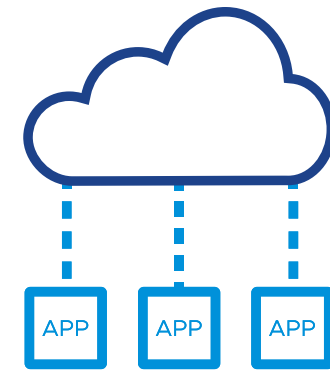
Provide a consistent IaaS and CaaS environment across all public cloud and edge environments, incorporating all the enterprise-grade capabilities that customers expect from VMware.



Empower the hybrid workforce for retail

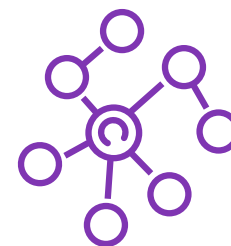
### Security and networking

Deliver security built-in as a distributed service, implement Zero Trust with fewer tools and silos, and scale response with confidence, speed, and accuracy.



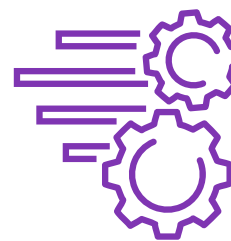
## Integrate and operate a cloud-native platform at scale to drive top-line growth

Fueling cloud adoption retailers are pushing their stores and operations faster to be innovative, they are looking to focus on areas for true differentiation and deliver better customer outcomes by fostering deeper relationships. Applications and more simultaneous deployments of a single app workload to multiple clouds can improve store operation creating frictionless buying experiences. According to VMware's Executive pulse survey, 80% of retail executives report that the complexity of their cloud infrastructure is constant or growing in 2022 with 79% looking to adopt retail specific cloud solutions.



### Personalize and unify omni-channel consumer experiences

VMware's digital foundation ensures retailers can build better software faster—and create engaging, frictionless shopping experiences and services at speed and scale. Launch new digital products and services, modernize existing applications to support larger omni-channel efforts, and leverage APIs to gradually replace legacy systems with new digital commerce capabilities.



### Respond rapidly to consumer and market opportunities

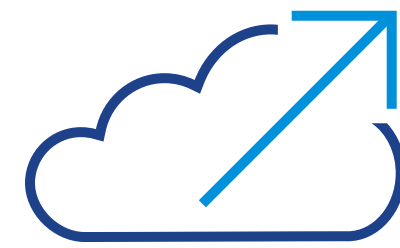
VMware cloud infrastructure enables a consistent architectural model across data center, cloud and edge environments, enabling IT organizations to leverage public and private clouds as a single pool of resources to scale on demand.



### Expand commerce business model

Invest in solutions that change retail business in a meaningful way at scale across the entire organization. Collaborate with the retail ecosystem and partners for innovative product offerings, capability expansion, footprint expansion, and a wider range of routes to market. Evolve toward a cloud-supportive, modular, API driven infrastructure that enables integration with digital channels, technology partners, third-party vendors and open-source solutions to expand capabilities and reach at scale.





## Accelerate retail cloud transformation

Today, many retail businesses are largely managed through individual, siloed channels. This siloing effect limits collaboration stifles innovation and limits retailers from innovating at their true potential. Fortunately, an effective cloud initiative can break down these silos allowing channels to interoperate providing a frictionless retail experience for both customers and employees, enhancing security across cloud operations and innovating in stores providing a seamless buying experience.



### Support continuity by enabling modern, multi-cloud operations

Organize operations around customer expectations, adopt multiple concurrent business models, and deliver new engagement models with a modern foundation for clouds and apps that provides developers and IT operators with the resources they need to efficiently and effectively build and run modern apps that align to customer expectations and business strategy.



### Protect consumer data and meet regulatory compliance

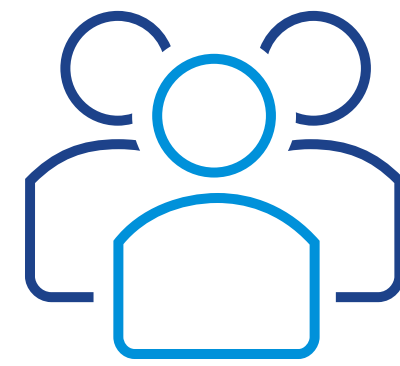
VMware intrinsic security solutions enable retail organizations with real-time visibility and insight that reduces risk, lowers liability and maintains security control assurance on premises and across multi-cloud and edge environments and virtual and physical networks.



### Power in-store agility and consumer experience with edge technology

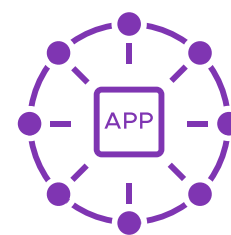
Deliver a unified platform and ecosystem across every retail touchpoint using VMware edge-native infrastructure and operations. Modernize the application portfolio, integrate data and personalization capabilities, and deliver seamless interactions across physical, digital and alternative retail channels.





## Empower the hybrid workforce for retail

Retail CIOs acknowledge that developing a successful strategy for employee experience depends on taking a unique approach to both support hybrid work and deploy the technology ecosystem required to power today's modern workforce. As a result, retailers are increasing investment in hybrid workspace solutions throughout the entire supply chain. From raw ingredient, product development, category management, HACCP practices, in-store associates call center representatives to corporate executives, retailers support a vast workforce that are all there to serve the consumer. And in each scenario, a retail employee can benefit from a digital workspace.



### Enable in-store associates with modern apps and operations

VMware's vendor-agnostic, multi-cloud solution enables retailers to reshape in-store experiences using modern, cloud-native applications, smart machine technologies, self-service options, automation solutions, employee digital workspaces, and cross-channel integration to positively influence the customer experience.



### Modernize retail and point of sale infrastructure

Bring an ecosystem of continuous innovation to retail IT with VMware modern cloud infrastructure and application architecture. Leveraging agile methodologies and cloud-native principles like microservices and APIs to enable a faster path to production and improved customer and employee digital experiences.



### Empower a modern retail workforce

The VMware intelligence-driven digital workspace gives retail employees secure access to work apps from anywhere, on any device. They're instrumental in saving time and money when onboarding new employees. They provide a solid digital foundation that brings an organization together, even when its members are geographically scattered. Workspace ONE increase operational efficiency, support remote work models, and facilitate a better customer experience by empowering store associates with real-time customer information.





## Accelerate retail innovation with VMware

VMware is a trusted partner to retail organizations globally, delivering a comprehensive hybrid and multi-cloud platform that provides answers to retail's most difficult challenges. Our rich portfolio of solutions transforms operations, accelerates growth, and improves customer experience across physical and digital channels with a VMware digital foundation for retail.

**To learn more, visit [vmware.com/solutions/industry/retail-it-solutions](https://vmware.com/solutions/industry/retail-it-solutions)**



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