

The future of retail is unified commerce

Create a unified commerce experience with VMware and Microsoft Azure

The world of retail is constantly evolving; customers have returned to brick-and-mortar stores, and they continue to shop online. A unified commerce experience is required to attract and retain customers. Retailers must meet them wherever they are and deliver a highly personalized shopping experience.

VMware and Azure bring retail to the cloud

At VMware we are helping retailers build the digital foundation they need to be innovative and agile. We provide the tools, technology, and network security layers that enable retailers to build innovative apps, optimize at cost, and scale out as their business needs change. Working together with Microsoft Azure's world-class infrastructure and security, we enable retail organizations to take full advantage of the cloud.

Key trends in retail

43%

of consumers are shopping in-store daily or weekly¹

43%

plan to increase online shopping in the next six months¹

80%

of retail CIOs expect to invest in store technologies in 2023²

1. Global Consumer Insights Survey 2023: Frictionless retail and other new shopping trends | PwC

2. 2023 CIO Agenda Insights for the Retail Industry, Gartner

VMware products

[Azure VMware Solution](#)

[Tanzu Application Platform](#)

[SD-WAN](#)

[Azure Spring Apps Enterprise](#)

“With Azure VMware Solution, we can deliver unified shopping experiences based on a customer’s in-store and online activity, providing services that make it easier for shoppers to find clothing that’s a perfect match for their personal style.”

- Kevin Nehring
Chief Technology Officer,
Lucky Brand

LUCKY
EST.  1990
BRAND

Improve customer engagement with VMware and Microsoft Azure

Background

- Today’s customer journey can start online and finish in-store or vice versa
- Customers want a personalized shopping experience

Challenges

- To deliver optimal product recommendations throughout the customer journey, retailers must collect and interpret real-time behavioral data
- E-commerce applications need to be stable and compliant

How does VMware help?

Drive greater, lasting engagements with customers anywhere by transforming how you collect and use data. With Microsoft and Azure VMware Solution, retailers can capture data throughout the customer journey, both in stores and through web portals. This means you can analyze shopping patterns, create heat maps of stores, accurately stock seasonal merchandise, develop a superior understanding of customer personas, and personalize every stage of the customer journey.

By using the Azure VMware Solution to move VMware workloads to Azure, retailers can also streamline their administrative infrastructure and improve their adherence to industry regulations around using customer data.

SD-WAN ensures steady application performance through continuous link monitoring, and VMware Dynamic Multipath Optimization protects against service drops and link degradation using forward error correction, jitter buffering, and synthetic packet production.

Customer outcomes



Develop modern applications in-house



Ensure applications remain patched and compliant



Accelerate time to market

VMware products

Horizon

SD-WAN

Azure VMware Solution

NSX Load Balancer

Tanzu Application Service

“[with Tanzu] we’re able to really mold and adapt to the business as it changes and as technology changes. We need to be very nimble and this is enabling us to do that.”

- Erika Green
Director of Technology Product Management, DICK’S Sporting Goods



Upgrade the in-store experience with VMware and Microsoft Azure

Background

- Customers are returning to in-store shopping as well as online
- New technologies such as cashless checkout or scan-and-go can streamline in-store shopping

Challenges

- Increasing volume of data generated in stores
- Lack of visibility into where data goes
- Point-of-sale (POS) systems involve both hardware and software that must be upgraded
- Need to incorporate new devices such as AR/VR, stock sensors, POS hardware, etc.
- Need to ensure infrastructure works across stores and regions

How does VMware help?

Make in-store operations more efficient at every location.

Deploy and manage your POS with VMware Horizon virtual desktop infrastructure. By decoupling POS applications from endpoint devices, you can run up-to-date POS software on legacy devices rather than replacing them. Centrally manage all your software across locations from a single pane of glass with Horizon, enabling faster, remote troubleshooting and reducing the need to deploy technicians to sites.

Secure your POS devices across stores and geographic regions without the need for ubiquitous routers and physical firewalls using SD-WAN. Prioritize application traffic to ensure critical data gets where it needs to go for the best customer experience.

Build apps with Tanzu to address new opportunities, such as providing real-time product information and recommendations to assist sales personnel and customers.

SD-WAN ensures steady application performance through continuous link monitoring, and VMware Dynamic Multipath Optimization protects against service drops and link degradation using forward error correction, jitter buffering, and synthetic packet production.

Customer outcomes

- Keep customer data in local cloud region for data sovereignty compliance
- Successfully deploy consumer-friendly tech like cashless checkout
- Achieve visibility across hundreds of sites
- Enforce consistent policies across every retail environment with touch of a button

VMware products

Horizon

SD-WAN

Azure VMware Solution

“It’s much easier for us to take on smaller acquisitions and bring them onboard By using Azure VMware Solution, we’re always ready and able to add a node and start folding in the new acquisition’s applications and data with the extra capacity.”

- Dean Hughes
Infrastructure Manager,
Carpetright



Effectively launch pop-up stores with VMware and Microsoft Azure

Background

- Customers miss shopping in physical environments
- Recent world events have created a surplus of retail space

Challenges

- Setting up infrastructure is too costly and time-consuming
- Must remain compliant with regulations such as PCI

How does VMware help?

Easily set up shop anywhere with just a device and a connection. Horizon enables you to decouple your hardware and software, so you can work with your preferred devices anytime, anywhere. This means there’s no need to deploy costly physical infrastructure when you spin up a shop.

Use SD-WAN to achieve security without the need for physical firewalls. By decoupling POS software from endpoints, you also achieve higher security as no data needs to be stored on the endpoints themselves.

Scale up and down as needed without the costs and planning involved with an on-premise data center using Azure and Azure VMware Solution. Provide new employees with effective video training by using Horizon and SD-WAN to reduce packet loss for smoother viewing. Enable employees to find all the information they need in Microsoft Teams, reducing time wasted on searching.

Customer outcomes



Launch pop-up stores quickly



Avoid heavy lifting of infrastructure



Empower employees to work with Microsoft apps they know and trust

VMware products

Horizon

SD-WAN

“We have a major directive from our security team to make sure that we mitigate risks of malicious activity. One way to do that is by using virtual desktops because we can control the types of access those virtual desktop users receive”

- Abouzenni
Systems Engineer, Carhartt



Ensure security and compliance with VMware and Microsoft Azure

Background

- Increasing number of devices are connected to networks and sharing data
- Bandwidth is increasingly precious

Challenges

- Need to comply with regulations around customer data
- Unsecured internet at physical locations can lead to intrusion
- Backhauling to data center over WAN is expensive and consumes bandwidth

How does VMware help?

Use Horizon to remove POS from endpoints, ensuring that you don't need to store data on the endpoint devices. This means, for example, if a device gets stolen, no data is at risk. Centrally manage software on all endpoints across geographic regions using a single pane of glass.

VMware SD-WAN connects Edge devices in your physical locations in the data center or cloud where the applications are hosted. Ensure PCI Compliance with PCI-Certified SD-WAN. Use VMware SD-WAN Orchestrator and SD-WAN gateways to secure SaaS and IaaS access without backhauling to data center and reduce exposure to threats by segmenting network traffic.

Customer outcomes



Maintain security and compliance across all locations and environments



Open up new business opportunities such as point-of-care health services