Amplify the retail experience with the power of the cloud

Today’s retail customers and employees are cloud natives, demanding a progressive retail world, both online and in-store. Insufficient budgets and outdated infrastructure hinder IT’s ability to support a connected experience.

IT budgets are shrinking with 85% of resources spent “keeping the lights on”.

Operating earnings have declined by 25%, due to a shift from in-store to online sales.

62% of retail employees say mobility solutions have made their jobs easier.

---

1. Google Cloud “Redesigning computing for cloud workers and the digital workplace” 2018
2. Chain Store Age, 2016, E-commerce having a negative impact on retailers’ operating earnings
VMware and Google have partnered to empower your employees and enhance the shopping experience

For your customers

Seamless digital/in-store experience
Create a compelling in-store experience through secure, self-service kiosks and highly relevant digital signage.

For your employees

More personalized service
Create personalized customer engagements anywhere, with secure mobile devices. Use multiple touchpoints to generate data to make informed personalized recommendations.

Consistent end-user experience
Boost productivity with password-free single sign-on to native, cloud, virtual and web apps, on any Chrome and Android device.

For your store

Fast, secure, smart devices
Keep employees moving while improving Quality of Service (QoS) with Google cloud-native devices, featuring embedded AI and ML capabilities and best-in-class collaboration with G Suite.

Unified endpoint management
Accelerate the performance of retail applications, with easy onboarding and configuration, device and data security, asset inventory and management, and remote support.

End-to-end security
Create a zero-trust environment to mitigate cyber threats with enterprise-grade, always-on security and protection at the hardware, firmware, OS and app layers.

Manage Chrome and Android devices alongside other endpoints with Workspace ONE

Workspace ONE, powered by Airwatch, is an intelligence-driven digital workspace platform that integrates access control, app management, and multi-platform endpoint management to maximize productivity and flexibility, powered by Airwatch.

With a variety of Chrome and Android devices across form factors and price points, Google offers the right device to empower all of your employees - from the retail floor, to the back office, to the warehouse.

Learn more at:
vmware.com/go/google
cloud.google.com/chrome-enterprise
android.com/enterprise