Roadmap to Connected Retail IT

Digitally transform your brand experiences and enable intelligent stores

The retail experience is now personal, and the opportunity to gain market share is open widest to brands willing to rethink traditional approaches and infuse intelligence about customers, including their preferences and habits, while keeping costs down and customer information safe.

VMware is committed to reducing IT complexity while ensuring retail brands can create and deliver exceptional omnichannel experiences everywhere. We’re all-in on connecting all parts of your business—in-store, warehouses, supply chain, and back offices—to boost customer loyalty, but it takes the right digital foundation to succeed.

Check out how VMware solutions modernize retail IT.
Your Shopping Cart for Success

- **Loyal shoppers** – Can you serve more informed shoppers with growing insistence on increasingly personalized experiences across channels?

- **Empowered associates** – Are you reducing frustration while improving productivity? For example, are you ensuring full- and part-time employees have convenient access to schedules, catalogs, specifications, inventory, and more—wherever they’re working? And can you easily separate from seasonal staff without data worries?

- **Efficient IT operations** – Are your digital services reliable, affordable, and agile at scale across all store locations, warehouses, call centers, corporate headquarters, and distribution centers?

- **Innovative developers** – Are you providing modern frameworks for digital invention and can you quickly advance trends and new opportunities?

- **Improved touchpoints** – Is data a primary decision-making tool? Can you support any device models, anywhere for line busting and customer advocacy?

- **Lower risk** – Are you creating a zero-trust model, embedding security and streamlining compliance, in your omnichannel plans?

“Retailers need to think about diversifying their revenue mix into services that could be more profitable.”

**SuCharita Kodali, Vice President and Principal Analyst at Forrester**
Check Out: Connected Retail IT

Digital Transformation powered by an intelligent Digital Foundation built on VMware Solutions delivers Connected Retail IT.

ANY APP

The number, types, and consumption of applications powering retail have changed. There are more of them, requiring your brand to support more endpoints and edge devices to meet corporate, franchise, supply chain, and shopper needs.

An intelligent digital foundation puts you in control of the development and delivery of all of your apps—cloud-native apps in the public or private cloud, hybrid apps, or on-premises traditional applications—providing a consistent model for how apps access infrastructure and how they’re supported after deployment.

ANY CLOUD

More apps and wider diversity of application needs are driving brand teams to adopt hybrid, multi-cloud, and SaaS strategies.

- Hybrid cloud – Leverages both on-premises and cloud resources for rapid application portability and operational consistency across the entire environment, reducing IT costs and risk.

- Multi-cloud – Gives brand IT teams the option to deploy to on-premises, hybrid, or native public clouds to optimize costs, take advantage of new and innovative services, and avoid vendor lock-in. Common cloud management tools across multiple clouds reduce complexity and risk while enhancing security and control.

- Modern apps – Forward-thinking retailers are modernizing traditional applications and developing next-generation apps. Cloud-native and SaaS apps represent a huge opportunity to improve usability, speed to market, and performance at scale.

ANY DEVICE

Delivering exceptional outcomes for shoppers and associates requires designing digital experiences for moments that matter. A digital workspace features self-service, easy-to-navigate experiences that support everything from endless aisle transactions to customer registries and loyalty programs—scaling across platforms, locations, and device-ownership models.

The secure digital workspace for retail establishes a new engagement model between IT and employees—one providing the freedom to use any app, running on any cloud, on any of their preferred devices (for example, laptop, PC, smartphone, rugged devices, and more). Its zero-trust approach protects information while giving everyone the ultimate freedom and flexibility.

ROADMAP TO CONNECTED RETAIL IT
Strategic Priorities in Action

Ensure you can quickly deliver new products and services across all channels

Amway has chosen to speed IT delivery with VMware, reducing provisioning time from 7 weeks to 60 minutes.

Sprint has enabled employees to access company information from anywhere, on the device of their choice, through a secure digital workspace, decreasing retail transaction times by 30 percent.

Secure, manage, and scale IoT infrastructure to support the intelligent store. Create next-generation experiences for 360° customer views, on mobile devices, and through digital commerce to improve personalization and optimize your computing environment for more efficient operations.

Empower customers with self-service kiosks and apps to ensure fast and easy check-out with your self-service POS or mPOS. Deliver apps including digital lookbooks, self-service price checking, gift registries, and customer concierge, to in-store devices locked into single application mode.

Access real-time analytics and insights to monitor your eCommerce brand with real-time insights into application deployments. Optimize resources across environments and proactively detect and remediate security threats to ensure peak performance.

Ensure you can delight your customers and satisfy your employees everywhere

Shutterfly has transformed security and compliance with VMware, providing seamless services to customers without worrying about their data integrity and privacy.

Ensure you can protect your brand and customer data

Reliably and securely connect corporate and franchise stores to increase the protection, reliability, and efficiency of your environment, giving you secure high-performance, multi-tenant access for SaaS apps, voice systems, and infrastructure directly over any transport link from corporate or stores.

Create a zero-trust environment to mitigate cyber attacks with intrinsic security that strengthens data center, franchise, and endpoint postures to mitigate the threats of ransomware, malware, phishing, and other breaches—protecting PII in a zero-trust environment with security built in.

Increase associate productivity and customer experience with mobility to put the apps and real-time information associates need at their fingertips. Improve customer service, simplify onboarding, optimize training, scheduling, and inventory management.

Streamline compliance across point of sale with an efficient and cost-effective digital foundation from VMware that secures access to applications without storing data on POS or mPOS systems. Ease PCI audits with all PCI-compliant components.

Scale out retail infrastructure with cloud to meet seasonal demand. Flexibly burst to any cloud to meet customer and developer demands, paying only for in-use resources. Quickly onboard new projects, run proofs of concept, and lower TCO—all without vendor lock-in.

Access real-time analytics and insights to monitor your eCommerce brand with real-time insights into application deployments. Optimize resources across environments and proactively detect and remediate security threats to ensure peak performance.

Ensure you can protect your brand and customer data
When you choose VMware Retail Solutions, you’re unleashing possibilities for next-generation customer-centric experiences.

Our cloud-ready, software-defined retail IT platform modernizes and protects critical IT infrastructure from corporate to franchise stores while mobilizing your associates with always-on access to product and customer information from the best for the right task, at the right time. With VMware digital infrastructure as your digital foundation, you can easily extend to public and private clouds for unparalleled app speed, lower costs, and greater efficiency benefits.

As you journey to connected retail, our VMware Professional Services team supports you every step of the way to meet and exceed your business needs, achieve cost savings and efficiencies, accelerate time to value, and strengthen your team’s skills.

**VMware Professional Service Portfolio**

- **Strategy and planning**
  Strategic planning services that align your people, processes, and technology with desired outcomes

- **Integration and configuration**
  Consulting services that streamline complexity and help you achieve the full value of your technology

- **Optimization and advocacy**
  Technical Account Managers that help you adopt and operationalize technologies while serving as your advocate to VMware

- **Training and development**
  Education Services that deliver competitive advantage by empowering your teams with knowledge

We recognize your retail business is working harder than ever to deliver the highest quality experience at the lowest cost. Following our digital transformation roadmap gives you the right digital foundation built on VMware digital infrastructure to empower your associates, shoppers, business, and IT staff to innovate and thrive.