Google Cloud VMware Engine for Retail

Accelerate transformation of retail consumer experiences and enabling IT infrastructure

BENEFITS FOR RETAIL

- Bring cloud scale to meet additional capacity needs in a cost-efficient, "pay-as-you-grow" model

- Protect all compute, network, storage, data and applications form the cloud through the edge and endpoints

- Accelerate the pace of application and infrastructure modernization across the retailer value chain

Consumers continue to shift their behaviors in how, where and where they purchase. For retailers, building a sustainable competitive advantage is critical to consumer retention and growth. Retail companies, across the globe, are aggressively pursuing digital transformation initiatives to bring agility, and speed across applications and legacy IT infrastructure. As shoppers do more transactions online and retail staff work at home, moving to the cloud has become a priority for accelerating digital transformation to support customers and staff in a distributed environment.

Movement to the cloud empowers the retail sector to promote its products, expand customer support, predict inventory levels, adapt to changing consumer expectations, and offer new consumer experiences. Use cases include:

- **Capture revenue** from omnichannel shopping. The cloud provides the scale and reliability retailers need to meet demand with minimal investment, preventing revenue loss from network outages or slow legacy IT infrastructure when customers can't complete transactions.

- **Leverage AI and data analytics** to provide more of what consumers want and need. Cloud services offer economies of scale that put AI and big data technologies in reach.

- **Improve operations** for greater efficiencies and cost savings and to respond to rapid shifts in demand—for example, on Black Friday.

- **Leverage new cloud-based services** that enable retailers to manage workload surges with flexible application capacity and minimal capital expenditures.

- **Improve the customer experience** via phone, chat, and other virtual channels, even with a remote workforce.

A critical component in a retailer's journey to the cloud is to "lift and shift" back-office applications and other business systems from their premises and into the cloud. The result is a fast, affordable digital transformation that enables retailers to access existing systems anywhere, anytime, just as if they were still installed on-site. Google Cloud VMware Engine allows retailers to seamlessly migration workloads and applications across on-premises and Google Cloud within minutes, not months.

Google Cloud VMware Engine for retailers

Migrating VMware workloads with Google Cloud VMware Engine represents one of the fastest ways for retailers to move on-premises applications to the cloud for the scale, intelligence, and speed required to stay competitive, and keep customers happy. With flexible on-demand capacity and full operational consistency with existing on-premises environments, retailers can harness the power of the Google Cloud Platform to modernize infrastructure, operations, and processes.

Google Cloud VMware Engine allows retailers to access the agility, scale, and innovative services of the cloud while maintaining operational consistency and leveraging existing tools and investments.

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ADVANTAGES FOR RETAILERS

- **Flexible, fast, and elastic infrastructure:** Scale as needed and access the global footprint of the Google Cloud Platform with up to 99.99% availability. Fully redundant and dedicated 100Gbps networking and integrated VPC global routing eliminates the need to configure complex VPNs to access additional regions.

- **Unified management:** Full visibility into both VMware and Google Cloud environments within a single portal. Because the solution and cloud are integrated by one company, identities, support and billing are simplified so you can focus on your applications. Leverage familiar tools and processes without disruption to the existing network, security, or audit policies.

- **Security and control:** Dedicated, isolated private cloud with full access to the suite of Google Cloud services. Best-in-class security with separate layer-2 networking and customer defined traffic control.

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IT teams across retail branches and locations can manage their cloud-based resources with familiar VMware tools – without the hassles of learning new skills or utilizing new tools. With the same architecture and operational experience on-premises and in the cloud, IT teams can quickly derive business value and leave the complexities of on-premises infrastructure behind. Figure 1 highlights Google Cloud VMware Engine Use Cases for Retail.
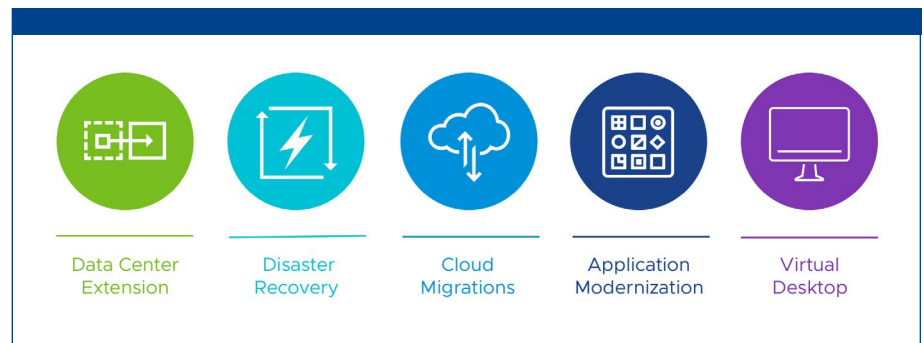

FIGURE 1. Google Cloud VMware Engine Retail Industry Uses Cases

Drive agility with virtualized workloads

Virtualized workloads enable retailers to lift and shift back-office applications and other business systems from on-premises and into the cloud. The result is a fast, affordable digital transformation that enables retailers to access existing systems anywhere, anytime, just as if they were still installed on-site. Particularly for retailers with multiple locations, each with systems to maintain and keep up to date, this can become a game-changer that frees up resources and budgets for the vital work of adapting to an ever-changing consumer landscape.

IT managers can move existing applications into the cloud in just a few minutes without having to rebuild them. From there, they can run their existing applications— including point-of-sale (POS) systems, laptops, and other devices—just as they did when those applications were installed in the store or office.

Modernize infrastructure operations and gain efficiencies

With Google Cloud VMware Engine, retailers can escape the operational burden of managing physical infrastructure while adding benefits that can only be achieved in the cloud. Retailers can also improve application performance by right-sizing capacity with the ability to expand or contract as needed and leveraging cost-effective cloud storage and disaster recovery solutions to improve TCO. Retailers can move call centers to the cloud with VDI. Customer support can be addressed by remote staff.

Enabling scale and insights via the Google Cloud Platform

Moving Point-of-Sale (POS) systems into the cloud is just the first step toward enabling the cloud's full benefits. With Google Cloud Services, such as BigQuery™, retailers have the ability to leverage the latest AI, analytics, and other technologies to enable functions that might prove prohibitively expensive or difficult to implement in-house.