Customer Personalization: Transforming Retail

Retail businesses are at a tipping point, fueled by new market pressures and new opportunities to understand and anticipate customer needs. Shoppers have more information, connect using more platforms, and are willing to share more data than ever before. Consider that 82 percent will research a product online before they visit a store.[1] Sixty-four percent are comfortable with retailers saving purchase history and preferences if the retailer then offers more personalization.[2] However, shoppers turn away quickly if a retailer does not meet expectations. Fifty-one percent say they will stop shopping at a retailer after just one to two poor in-store shopping trips.[3]

Today's connected consumer wants a highly personalized, seamless experience across every channel, with a recent study predicting customer experience will overtake price and product as the key brand differentiator by 2020.[4] To meet demands for an intelligent store experience, retail leaders need to create enriched, personalized experiences, powered by technologies including IoT data collection and analytics, artificial intelligence (AI), video surveillance and analysis, and augmented reality/virtual reality solutions (AR/VR). With Dell EMC solutions, retailers can improve decisions throughout the retail value chain as they collect, aggregate, and analyze data – improving margins, decreasing costs, enhancing sustainability, and reducing security risks.

Across the globe, Dell EMC leverages our strategically aligned businesses, global partner ecosystem, robust services, and financial offerings to provide end-to-end solutions that power customer-centric retail transformation. Our integrated solutions incorporate Dell EMC best-in-class hardware, software, and device offerings, coupled with deep industry expertise and consulting services, to ensure our customers keep pace with digital innovation to accelerate their own success.

1   Customers Like to Research Online but Make Big Purchases in Stores, Says New Retailer Study, 2016
2   Customer Experience/Unified Commerce Survey, 2018
3   Customer Experience/Unified Commerce Survey, 2018
4   Global retail trends, 2018

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AT YOUR SERVICE: TRANSFORMING RETAIL EXPERIENCES

IT Transformation

Deliver the cloud-based infrastructure and agile development frameworks that power retail innovation

Connected Retail

Provide advanced tools and ubiquitous multi-channel interaction platforms for consumers and retail staff

Digital Transformation

Aggregate data across siloed systems, creating intelligent retail environments and new opportunities to grow revenue and improve margins

Security Transformation

Improve retail asset protection and loss prevention; provide consumers with secure transactions that build brand trust

IT TRANSFORMATION

Modernize your IT infrastructure to free up budget for innovation leveraging the Dell EMC portfolio of solutions, products, and services. Meet expanding customer expectations, reduce costs, improve margins, and differentiate in highly competitive markets. Solutions include:

- **Store and Distribution Center Cloud Solution** – Provide a converged or hyperconverged on-premise infrastructure solution for stores and distribution centers to manage critical workloads and create an "intelligent edge"

- **Retail Agile Framework** – Deploy Pivotal Cloud Foundry to quickly migrate to an agile development environment. Build, test, deploy, and scale new cloud native applications to engage consumers

DIGITAL TRANSFORMATION

Enable innovation and deliver new capabilities quickly and cost effectively to respond to changing customer demands. Improve organizational speed, agility, and effectiveness through IoT, software, and insights powered by data. Solutions include:

- **Data Integration for Retailers** – Capture data from multiple sources with the Dell Boomi product set and deliver new insights to predict consumer behavior and improve operations

- **IoT Data Analytics** – Gain the full picture of shopper behavior enabling personalized, context-driven actions with Dell Edge Gateways that collect data from any source within a retail environment. Leverage the Dell EMC Elastic Data Platform and high performance computing capabilities to create a Retail Data Lake to provide insights back to end users

ENABLE THE SMART STORE WITH DELL EMC IoT
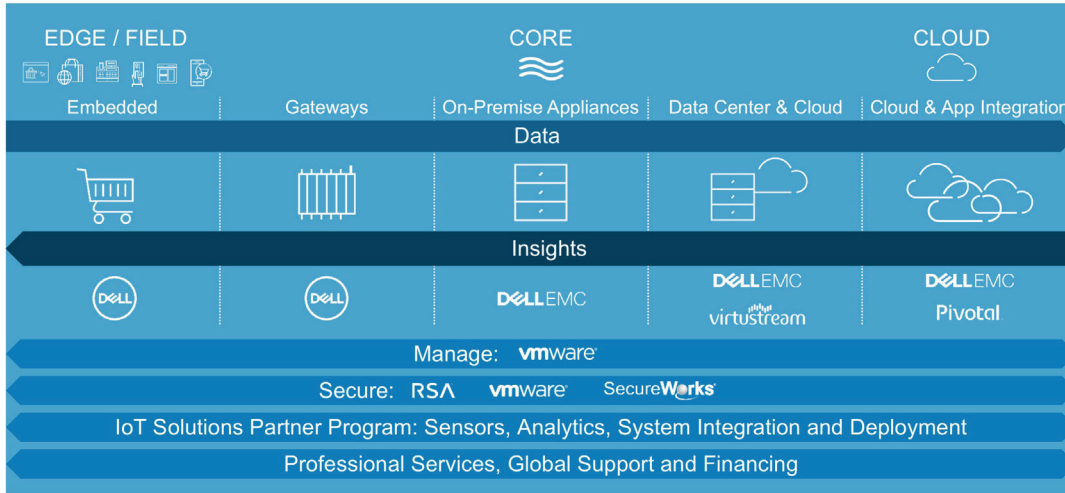
CONNECTED RETAIL

Deliver a ubiquitous multi-channel interaction platform for consumers and retail staff. Enable a seamless shopper experience: in store, at home, or on a mobile device. Retail associates have access to applications and information on any device and from any location. Solutions include:

◆ **Point-of-Sale Retail Solutions** – Substantially reduce costs, improve productivity in any retail environment from fixed or mobile solutions, to industrial or back-office solutions

◆ **Retail Workspace** – Provide a seamless digital workspace that provides retail associates with secure access to all applications and iinformation they need in one place, from any device
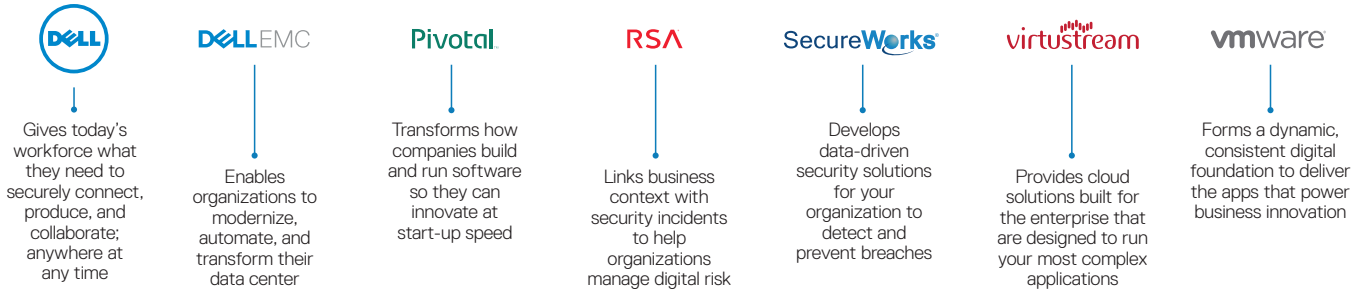
SECURITY TRANSFORMATION

Defend against sophisticated cyber attacks, adhere to PCI standards, meet GDPR requirements, and improve asset protection and loss prevention. Solutions include:

◆ **IoT Video Surveillance Solution** – Leverage an integrated platform to reduce shrinkage and deliver enhanced customer experiences (inventory management, store traffic analysis, white glove service, etc.)

◆ **Secure Store Network** – Reduce risk and manage access to physical and cyber assets (including PCI) with role-based access. Deploy security analytics and detection techniques, network monitoring and segmentation strategies, data recovery best practices, and endpoint security and encryption
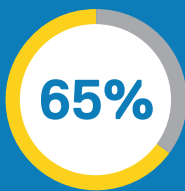
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DELL TECHNOLOGIES ACCELERATE RETAIL TRANSFORMATION

DELLTechnologies

DELL	**DELL**EMC	Pivotal	RSΛ	SecureWorks	virtustream	vmware
Gives today's workforce what they need to securely connect, produce, and collaborate; anywhere at any time	Enables organizations to modernize, automate, and transform their data center	Transforms how companies build and run software so they can innovate at start-up speed	Links business context with security incidents to help organizations manage digital risk	Develops data-driven security solutions for your organization to detect and prevent breaches	Provides cloud solutions built for the enterprise that are designed to run your most complex applications	Forms a dynamic, consistent digital foundation to deliver the apps that power business innovation

LEVERAGE DELL EMC'S ROBUST PARTNER ECOSYSTEM

Dell EMC's robust partner ecosystem of ISVs, resellers, integrators, channel, service providers, and global alliance partners are working side by side with retailers around the world to design, build, and secure their modern IT infrastructure. As you move forward your omni-channel strategy with the consumer at the center, Dell EMC brings together the resources, industry experts, products, market-specific solutions, and services to help advance your retail digital transformation journey.

WHY DELL EMC FOR RETAIL?

65%
of US retailers
are using Dell desktops
or laptops

78%
of US retailers
are using
Dell EMC servers

80%
of storage infrastructure
in US retailers runs on
Dell EMC

Source: National Retail Federation, Top 40 Retailers with US Home location

Learn more about Dell EMC solutions

Contact a Dell EMC Expert

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