DELL Technologies

SOLUTION BRIEF: Revolutionizing retail with integrated point of sale (POS) solutions.

# Retail POS: Where Customer Experience Matters

While the explosion in online shopping has led some to argue that in-store retail is headed for extinction, brick and mortar stores continue to be a critical component of the omnichannel shopping experience and enhancement of customer loyalty. With consumers increasingly doing online research before completing major purchases in store, seamless integration across the omnichannel experience is a key differentiator. Retailers are evaluating how they can innovate and repurpose the traditional store experience to create immersive experiences aimed at driving footfall and increasing customer engagement. In fact, concept stores are emerging as a way for retailers to align shopping experiences to shoppers' lifestyles.

As consumers continue to place greater importance on a seamless experience, retailers must consider the technological capabilities that will underpin their competitive differentiation:

- **Personalization:** Customers are looking for a user experience that is customized to their personal needs such as customer loyalty programs and digital payment methods, and 64 percent are comfortable with retailers saving their purchasing history and preferences to deliver it.[1] As a result, significant amounts of data must be seamlessly and efficiently collected and connected to the individual shopper's profile in real time.

- **Automated checkout:** Analytics-driven operational processes leveraging Internet of Things (IoT) devices like shelving sensors and smart shopping carts are critical to delivering the Intelligent Store, where inventory is automatically managed and tracked. A modern infrastructure is needed to support and facilitate integration and automation of these processes so that customers can enjoy the latest in technology-enriched shopping—such as automated or single-click checkout using a mobile app.

- **Artificial intelligence (AI):** In order to provide a responsive in-store experience, AI can be employed to dynamically assess and adjust features such as lighting, temperature, and background music. It can also deliver insights to align with customer buying habits and real estate optimization.

- **Data integration:** A critical component to a seamless personalized shopping experience that helps drive customers to purchase is integration between all retail systems from checkout to customer-relationship management. Delivery, supply-chain, and loss-prevention management must all work together, with AI and machine learning applied to provide insights and inform smarter decisions.

- **Security:** Data breaches are particularly costly, both in terms of their immediate financial costs and in terms of their long-term negative impacts on a retail brand. Risk management and security solutions driven by threat intelligence are essential to predict, prevent, detect, and rapidly counter cyberattacks.

Bridging the Channel Divide with Dell Technologies Retail POS Solutions

To meet the demands for an intelligent point of sale (POS) experience enriched with personalization, retailers need to integrate a diverse range of systems, from IoT data collection and analytics with artificial intelligence to integrated compute. Dell Technologies provides a comprehensive portfolio of products, solutions, services, and partnerships spanning the entire retail ecosystem—from the point of sale to the data center to the cloud—delivering the highest levels of performance, availability, security, and automation to the retail industry.

70%
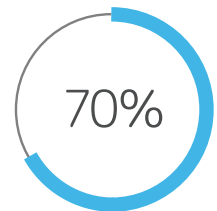
The average omnichannel customer purchases 70 percent more often than an offline-only shopper.[2]

82%
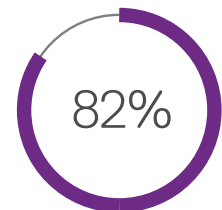
of customers research products online before going to the store.[3]

73%
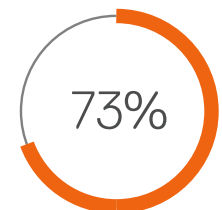
of customers would reconsider using a company if it could not keep their data safe.[4]

1. http://bit.ly/2YXo1OW
2. https://mck.co/2KWelLo
3. http://bit.ly/2IX1eRn
4. National Retail Federation.

Delivering a Seamless Customer Experience

Dell Technologies retail solutions range from systems that power the new wave of in-store experience enhancements—such as seamless self service checkout, inventory accuracy, and improved associate experiences—to hyperconverged point-of-sale infrastructure solutions integrated with multi-cloud services. This end-to-end approach backed by comprehensive security helps to provide consumers with the omnichannel experience across in-store, mobile, and online interfaces. We help bring together IoT, analytics, automation, and cloud with industry-leading hardware, software, and peripheral devices.

EDGE | Going beyond simple scan and pay in store: Managing data exchange at the point of sale requires compute power capable of handling customer relationship management (CRM), loyalty programs, sales data, inventory management, item lookup, delivery options, loss prevention such as drivers license scans, payment processing in adherence to PCI regulations, and much more. Dell Optiplex desktop computers can deliver the power needed in any form factor required—including towers, all-in-ones, and specialty configurations such as zero-footprint systems to overcome space constraints. Deploy desktop virtualization to consolidate data and streamline management with Wyse VDI thin clients running VMware Horizon and Workspace One. These systems are also supported by a broad range of peripherals including displays and mounts. Our partnership portfolio includes signature capture, barcode scanners, and cash drawers alongside kiosk options so that consumers can select and purchase goods at their convenience. Still further, Dell Technologies Edge Gateways serve as "collectors" of data from the growing ecosystem of IoT devices. Dell Edge Gateways collect and analyze the data before the selected data is sent on to the back-end infrastructure.

CORE | The building blocks to power your POS solution: IT is a primary driver of innovation, and the place to start is modernizing your infrastructure. Scale-out all-flash storage from the number one in enterprise storage[5]—Dell EMC—provides fast, expandable capacity to respond to the rapidly evolving data demands of the retail industry. Software-defined networking powered by VMware NSX builds security into your network and applications from the start and positions you for whatever comes next. Transform retail services with modern, automated hyperconverged infrastructure that is secure, cloud-enabled for today's multi-cloud world, and remarkably simple to deploy and easy to manage. Dell EMC Ready Architectures for VDI and AI offer complete solutions with your choice of hypervisor, connection broker software, and client and server platforms.

CLOUD | Multi-cloud integration with in-depth security: Dell Technologies delivers comprehensive multi-cloud solutions that help retailers achieve their omnichannel objectives faster. With Dell Technologies, IT can provision, monitor, manage, secure, and move data and applications back and forth among different types of clouds. VMware Cloud Foundation, for example, extends familiar VMware tools across a multi-cloud environment. Dell Boomi integrates any application and data across your hybrid IT landscape, while Virtustream provides a private cloud platform like no other for your existing mission-critical systems like CRM and ERP. Dell Technologies Cloud reduces multi-cloud chaos with a consistent hybrid cloud approach. Exceed your customers' expectations with apps delivered at the speed of business using Pivotal for cloud-native app development. All of this comes with security at the forefront and across platforms, including cloud-delivered software-defined WAN for retail, plus RSA managed cybersecurity and Secureworks threat intelligence to help protect sensitive customer information and prevent costly data breaches.

A Single Partner from Point of Sale to Data Center to Cloud

Today's shoppers are more discerning than ever. They want to purchase whatever, wherever, and however. Dell Technologies helps retailers deliver a fully integrated POS solution that can provide a seamless experience that is essential to keeping your customers coming back. Our deep industry expertise and consulting services assist you in building and deploying retail POS solutions to accelerate your retail transformation. From building an attractive, tailored in-store experience to facilitating checkout and integrating secure online shopping, Dell Technologies can help retailers optimize their operations throughout the value chain to improve margins, decrease costs, enhance sustainability, and reduce security risks.

WHY DELL TECHNOLOGIES FOR RETAIL POINT OF SALE SOLUTIONS

1 Trusted by the world's top retail brands to deliver consumer-centric retail transformation

2 End-to-end solutions from edge to core to cloud spanning seven technology leaders

3 One point of integration, service and support across Dell Technologies' network of retail partners

4 Brings together everything from IoT to analytics to automation to cloud incorporating best-in-breed hardware, software, and peripheral devices

Deploy POS solutions faster and with less effort with Dell ProSupport Plus for Retail

Reduce deployment time by up to
35%[6]

Reduce deployment cost per PC by up to
$620[7]

Learn more about our solutions for retail

Contact one of our retail experts

Connect with us

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