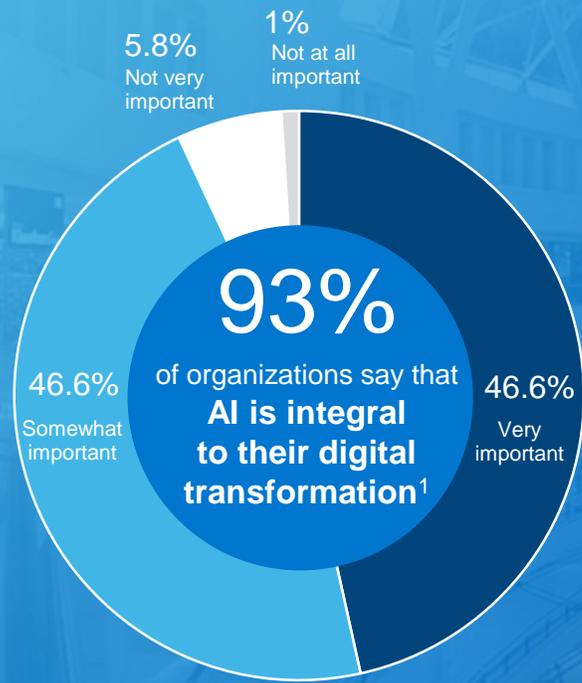




# Artificial Intelligence Use Cases

## Retail



### AI-driven outcomes

Powered by AI and a rapidly expanding data-centric ecosystem, digital transformation is reshaping the Retail industry. The combination of a “data first” culture backed by AI insights and unprecedented levels of automation is changing everything—from the how retailers optimize operations and lower risk, to employee skill-building, to tools and programs that encourage wallet share growth. One use case at a time, AI-driven applications and processes are transforming how retailers manage their business and win loyalty.

The outcomes driven by AI are extraordinary.



### Who wins with AI

Retailers, employees, and shoppers all win with AI. These are a few examples of transformative use cases.

#### Retailers



- Personalized merchandising
- Enhanced customer service
- Supply chain optimization
- Inventory forecasting and stocking
- Autonomous fulfillment
- Fraud prevention

#### Employees



- Customized customer relationship management
- Skills enrichment
- Safety

#### Shoppers

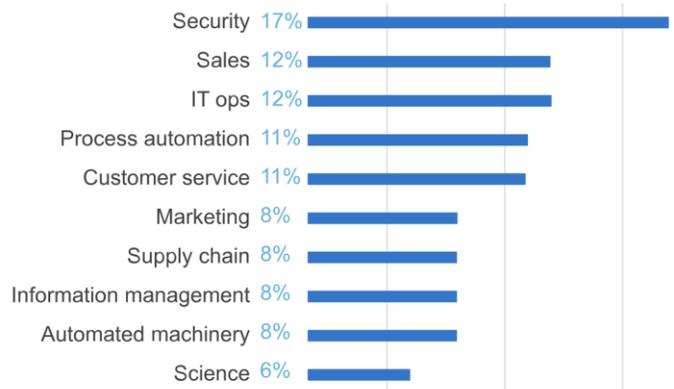


- Personal shopping assistants
- Sentiment- and environment-based recommendations
- Customer service chat bots 24./7

### Enabling AI across the enterprise

Research shows that over 55% of organizations are on an AI journey,<sup>2</sup> and the average AI adopter has nine use cases that require four different data types. Across industries, AI use cases are integral to many functions—security, sales, process automation, customer services, marketing, supply chain, information management, automated machinery and science.<sup>3</sup> Successful AI implementations require rethinking people, processes and technology to capture and process volumes of diverse data using machine learning and deep learning models integrated into processes and applications. We can help you do that.

#### AI use cases by category today



<sup>1,3</sup> 451 Research, Voice of the Enterprise: AI & Machine Learning, Use Cases 2020. Data is based on a survey of multiple industries. [Link](#)

<sup>2</sup> MIT SMR Connections. How AI Changes the Rules for Management, 2020. [Link](#)

# Making transformation real with AI

With innovations in merchandising, forecasting, stocking, fulfillment, and more, the very definition of the retail industry is evolving. And, with 28+B connected edge devices projected by 2024,<sup>4</sup> this evolution is poised to escalate, as enterprises adopt data-driven processes that strengthen operations and customer loyalty.

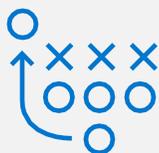
## Accelerate intelligent outcomes with AI from Dell Technologies

When AI is done right, organizations can make big decisions and bold moves based on data-driven insights. Whether you're new to AI or ready to take it to the next level, accelerating intelligent outcomes requires alignment, optimization and scale. Here's how Dell Technologies can help you achieve more with AI.

### Strategic elements

### What our investments in people, process and technology help you achieve with AI

Align business and IT with a data first culture.



Champion an environment in which all functions think first about how data can enable new opportunities while solving high-priority challenges. Create a plan for capturing valuable data so you can seize data-driven opportunities. AI experts in our Customer Solution Centers, AI Centers of Excellence and Consulting Services can guide you in exploring AI use cases, technologies and solutions that help you use your data to strategic advantage.

Put any data to work anywhere in any way.



Fast-track innovation and efficiency with solutions designed and validated by engineers for AI workload performance. Based on the industry's broadest AI-ready infrastructure portfolio, these solutions can save you time and money and reduce risk when you're deploying and operating your AI environments. And we can help you simplify IT sourcing, deployment and management across private, public, edge and hybrid clouds—wherever your use case demands.

Achieve success at any scale as you grow.



Whether you're just getting started with AI, enriching existing use cases or expanding into entirely new ones, we can help you move forward with confidence. You can leverage our partnerships with other AI innovators and our flexible IT consumption options to deliver and scale AI use cases to drive digital transformation on your timeline.

Transforming retail processes can be challenging for even the most advanced organizations, due to the shortage of skills to envision and implement new data-driven ways of solving age-old problems. But the potential rewards are tremendous. Topping the list is increased profits due to efficient operations and repeat buyers.

For more information, visit [DellTechnologies.com/ai](https://DellTechnologies.com/ai) or contact your Dell Technologies sales representative.



<sup>4</sup> IDC. Embedded Intelligence: Innovative Outcomes with Edge Cloud, an IDC InfoBrief, Sponsored by Dell Technologies, 2020. [Link](#)