Dell Validated Design for Retail Edge with VMware

Simplified edge solutions for the intelligent store

Key benefits for retail edge solutions:

Resilient operations using pre-integrated and validated solution design for retail

Faster response times deploying standardized infrastructure that supports both VMs and containers

Secure and reliable SD-WAN connection to remote sites, assuring application performance through optimized connectivity and PCI compliance

Cost-effective solution architecture that is comprehensive, extensible, and scalable

Purpose-built Dell EMC vSAN Ready Node built on PowerEdge servers. This compact server has the agility needed for retail

Integrated lifecycle management from Dell and VMware, so your company can leverage existing VMware skillsets.

To accelerate intelligent retail, you must simplify your edge

As retailers are under increasing pressure from changing market trends and customer expectations, they are investing more in edge computing. But, the explosion in edge applications and the fragmentation across application silos adds unnecessary complexity with technical debt and infrastructure debt ultimately slowing innovation. This sprawl ultimately limits retailers from modernizing their stores due to the bottlenecks in management, and the lack of communication between applications limits retailers' ability to adopt AI/ML at the edge to get real-time insights. Until they solve these challenges, true retail transformation will remain a distant goal.
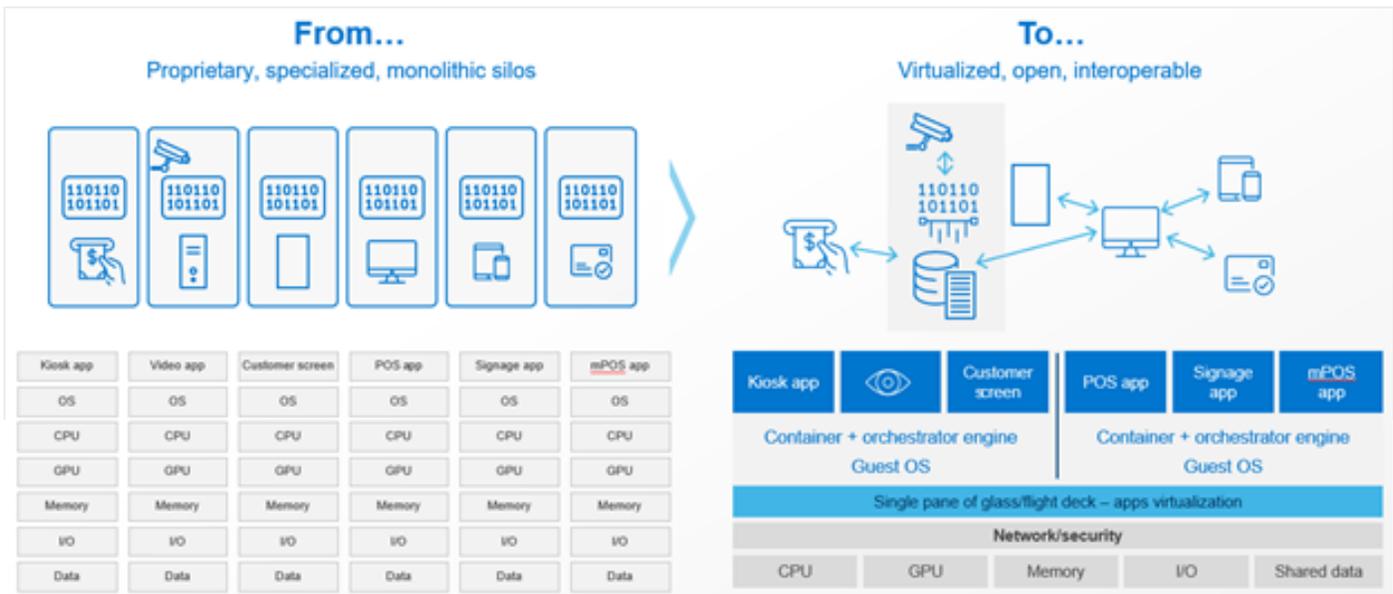
The Dell Validated Designs for Retail Edge with VMware is a solution that simplifies the path to intelligent retail by consolidating applications and driving improved manageability of the edge. It is a standardized solution built on VxRail or vSAN Ready Nodes to provide retailers with the ultimate in speed, scalability, and resiliency needed for edge applications. We help retailers achieve their edge outcomes by:

Creating smarter retail services

Application silos and outdated systems create technical debt and operational overhead that reduces cycles available for innovation and new service creation. By laying a foundation with Dell and VMware, retailers can accelerate the evaluation and deployment of new apps and use cases at the edge. These apps can drive outcomes such as new revenue opportunities, improve customer experiences, and reduced shrinkage.

Consolidate operations across applications and locations

While the edge unlocked new possibilities for retailers, it often comes at the cost of sprawl in hardware/software that IT must support. By consolidating applications onto a common architecture with VMware Edge Compute Stack, OT/IT can achieve centralized standardization with local control. This allows resources to more easily scale as workloads increase, and empowers IT with single-pane-of-glass of their edge compute fabric, allowing them to easily manage, orchestrate, and automate key app functions across the edge.

Example of retail edge consolidation

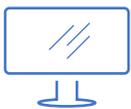## Leverage Intrinsic security at the edge

The edge also brings an increase attack surface for hackers. Smart devices need smarter security to stop malicious behavior while avoiding excess friction. In addition to our growing ecosystem of security partners, Dell offers unique features to verify supply chain integrity, ensuring the right products arrive at your store untampered with, and simplified setup and professional services makes deployment easy. By packaging and pre-validating this edge solution, we simplify the path to intelligent retail by empowering enterprises to consolidate, operate, and optimize their edge applications.

Proven Technologies to win in the intelligent store

The Dell Validated Design for Retail Edge with VMware is a combined solution architecture, built with VMware Edge Compute Stack and Dell EMC hyperconverged platforms – spanning from the fully curated experience of Dell EMC VxRail to the customer-managed VMware vSAN Ready Node built on Dell PowerEdge Servers. The Dell portfolio includes several options that are short-depth, ruggedized, or tower based. This solution delivers a cost-effective, simplified, and flexible architecture that ensures faster deployment of new IT services for customers in the retail industry.

Partnering with Dell Technologies

At Dell Technologies, we believe in providing you with the proven, validated solutions designed to provide you the digital transformation roadmap for your retail future. Our solutions portfolio and retail expertise helps you reduce the risk, cost, and complexity of designing and deploying new applications by leveraging comprehensive solutions that are aligned to your specific business requirements. Dell Technologies can help guide you through your digital transformation journey, providing you with the right edge solutions equipped to deliver significant improvements in efficiency, while enabling your business to remain agile and innovate.

Learn more about Dell Retail Edge solutions

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