

Transform the customer retail experience with data-driven edge insights



Customer data is a retailer's most valuable resource. Edge solutions are revolutionizing how that data is collected, engaged with, and acted upon to create seamless new experiences.

▶ Watch video

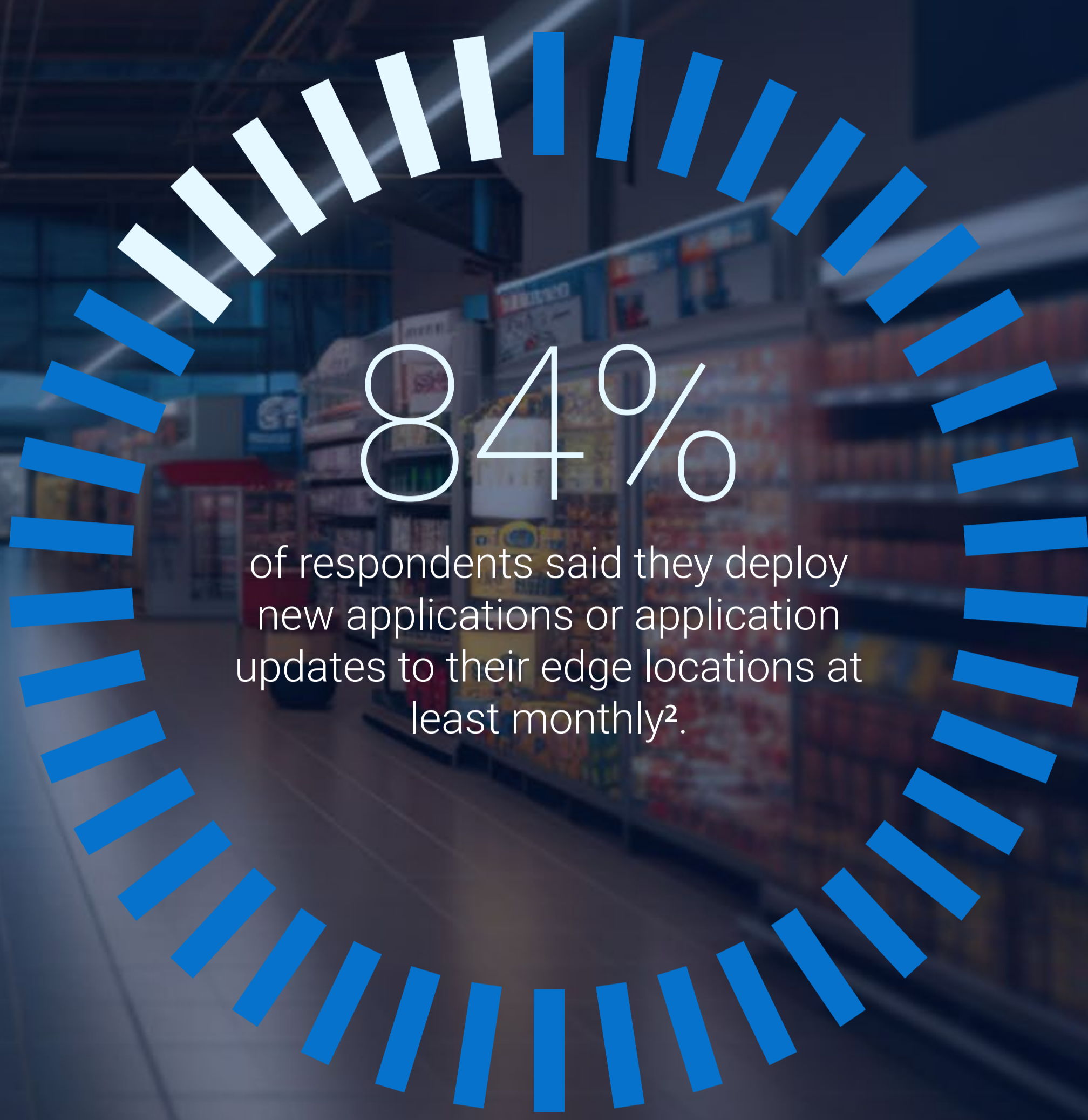
How customers and retailers interact is changing, with edge computing and AI driving this industry-wide transformation.



From personalized interactions that promote relevant products and offers in real time, to optimizing inventory and supply chain management, the retail edge is creating data-driven omnichannel experiences that prioritize what customers want and need.



Revolutionizing retail



The retail edge is crucial to the customer experience

46% of decision makers strongly agree that edge infrastructure plays a vital role in determining their customer experience, as opposed to the average response of 41% across all verticals who strongly agree³.



Retailers must be prepared to handle more data at the edge

41% of decision makers believe the amount of data generated in their organization's edge environments will increase significantly over the next three years as opposed to 29% average across all verticals⁴.

48% of decision makers believe the amount of data stored in their organization's edge environments will increase significantly over the next three years as opposed to 31% average across all verticals⁵.

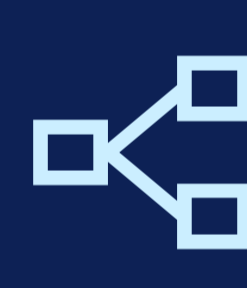
IT challenges retailers face at edge locations⁶



Difficulty deploying and managing applications/workloads across edge and cloud locations



Ineffective software lifecycle management

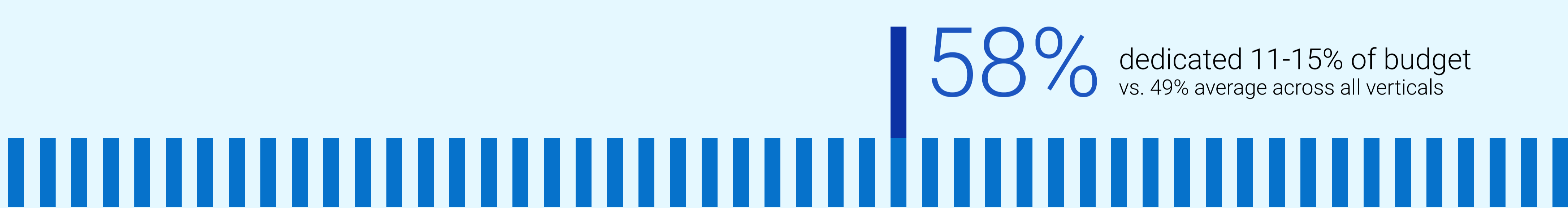


Connectivity issues (e.g., availability, sufficient bandwidth, air-gap requirements, etc.)



Inability to rapidly aggregate actionable/valuable information from disparate data sources

Retailers devote more budget to support their edge⁷



The power of data. The efficiency of automation.

More customer data is being generated at the edge, but it takes AI and machine learning to translate it into valuable real-time insights. By combining behavioral data with automation, retailers can act with agility to maintain product availability and service levels during busier periods or labor shortages. Meanwhile, customers receive what they need, when they need it.

Intelligent store transformation

24/7 autonomous check-outs

Customer behavior analysis

Tailored product recommendations

Smart shelves and supply chain

Real-time inventory analytics

Automated fulfillment and logistics

Intelligent demand forecasting and planning

Health, safety and compliance

Spill and hazard detection

Food temperature compliance

CO² emissions tracking

Cost optimization

Repetitive task automation

Labor and operational efficiencies

IT footprint scalability

Dell Technologies, together with Intel, partners with retailers to deliver data-driven omnichannel experiences.

From in-store interactions to online orders, an AI-powered edge enables retailers to provide consistently excellent operations. With the industry's broadest portfolio at the edge, Dell Technologies is proud to work with retailers to enhance customer experiences and drive retail innovation.

An edge designed to meet your customer's demands

Discover why Dell Technologies, together with Intel, are best positioned to be your partners at the edge.

[Learn more at Dell.com/RetailEdge](https://www.dell.com/RetailEdge)



¹ The Innovation Index, Dell Technologies, February 2023
² Q27 - ESG Research Use Cases in the Enterprise
³ Q20 - ESG Research Use Cases in the Enterprise
⁴ Q47 - ESG Research Use Cases in the Enterprise
⁵ Q48 - ESG Research Use Cases in the Enterprise
⁶ Q14 - ESG Research Use Cases in the Enterprise