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Lowe's: delivering exceptional retail experiences at the edge

Lowe's

LOWE'S

Retail/Home Improvement | North America

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John Dabek
Senior Director of Infrastructure, Lowe's

Business needs

- Implement a reliable edge solution to drive a modern omnichannel shopping experience.
- Automate tasks to improve employee efficiency and sales per square foot.
- Phase out existing legacy IT and infrastructure for improved cost efficiencies.

Business results

- Delivered a modern, seamless omnichannel experience to customers.
- Shifted from legacy IT to powerful hyperconverged infrastructure for improved OpEx performance at the edge.
- Implemented VxRail across 600 stores in just 3 months.

Solutions at a glance

- Dell VxRail

Transforming retail with technology

Lowe's operates over 2,400 stores with more than 300k employees and is the second largest hardware retail chain in the world. Its mission is to provide its customers with the right home improvement products with the best service and value, across every channel and community it serves.

Lowe's needed to transform its IT infrastructure with an edge solution to support its omnichannel strategy and continue to deliver an excellent customer experience.

Dabek remarks: "When we embarked on our edge mission, we wanted to make sure that we had the ability to implement a solution that was extremely easy to manage, scalable, and we could operate remotely."

Omnichannel excellence enabled at the edge

The retail sector has been reshaped by the rise of e-commerce, supply chain complexity and changing customer behavior. Today, technology plays an essential role in enabling the agility, resilience and efficiency retailers need to remain competitive and deliver a consistent level of service both in-store and online.

In order to deliver the modern, omnichannel experiences its customers expect, Lowe's began searching for a new edge solution capable of handling everything from point of sale (POS) functions to customer analytics, inventory and pricing data. The company's existing 3-tier legacy infrastructure was incapable of delivering these capabilities and had gradually incurred the business significant technical debt over time.
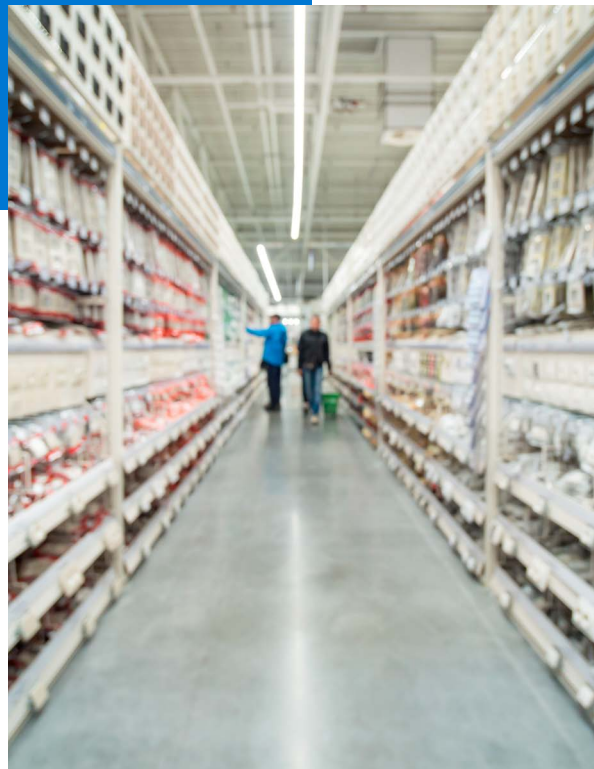
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John Dabek
Senior Director of Infrastructure, Lowe's

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Rapid deployment, easy management

to support innovative omnichannel features such as mobile ordering and in-store pick up. As a result, customers have the flexibility to choose how they shop at Lowe's.

John Dabek, Senior Director of Infrastructure at Lowe's, summarizes: "Through the VxRail, it gives us the capacity to build on the number of applications that we run, whether that be POS, applications that track inventory, or pricing changes."

VxRail also delivered high levels of availability for improved employee productivity, business continuity and a seamless omnichannel customer experience. Dabek explains: "Our edge strategy allows us to provide the capacity for the complex needs of the organization, while bringing simplicity to how we manage it."

Delivering an exceptional customer experience while managing crucial administrative tasks is no easy job. Lowe's wanted to automate time-consuming tasks such as scheduling shifts and printing labels, so its employees can focus on providing its customers the best possible shopping experience.

Contractors across North America depend on Lowe's for the building supplies they need to do their jobs. The company could not afford to disrupt the customer experience with any unplanned downtime or supply chain errors. It needed an edge solution that could be easily installed and meet rapid deployment timelines so that customers could continue to access the products they needed.

Building a customer-centric retail edge

After engaging with Dell Technologies, VxRail stood out as the solution of choice for Lowe's requirements. VxRail's unique ability to automate deployments and easily manage business-critical workloads was exactly what Lowe's needed to create a truly seamless omnichannel experience for its customers.

In addition, VxRail's one-touch deployments, automated updates and patching enabled the company's employees and IT teams to focus on value-driven activities, instead of wasting time managing the new infrastructure and hardware.

With the help of Dell Technologies, Lowe's was able to implement VxRail across 600 stores in just 3 months — all without disruption to day-to-day operations. The company now has the infrastructure

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> "In the future,we're looking to add GPUs to our stack, which will enable the compute intensive applications like AI or video analytics."
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> **John Dabek**
> Senior Director of Infrastructure, Lowe's

A foundation for future growth

Building on the success of its first 600 stores, Lowe's wants to move forward by standardizing all its edge locations on VxRail. In addition, the company also is considering taking its supply chain to the edge for increased operational efficiencies.

Looking ahead, Lowe's has plans to expand its new data stack with additional GPUs. This will support compute-intensive processes such as AI and video analytics.

By partnering with Dell Technologies, Lowe's now has the foundation it needed to drive its new edge strategy, omnichannel experience and remain competitive in a rapidly evolving retail landscape.

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