



# Integrate and Operate a Cloud-Native Platform at Scale to Drive Top-Line Growth

**92%** of leaders say they have already invested and deployed or plan to invest in cloud in the next 18 months and, according to Accenture, **60%** of its banking clients use more than one cloud provider, and over half have adopted a multi-cloud strategy.<sup>1</sup>

## Modern-day retail challenges

- Legacy IT impedes digital experiences, negatively impacting business
- Fierce competition and changing customer dynamics demand faster cloud adoption
- New hybrid work models increase attack surface
- Inconsistency in developing and deploying modern apps increases risk
- Limited visibility across clouds and environments makes threat detection difficult

## The future of retail is driven by the cloud

Similar to the effect of eCommerce on retail sales methods, the cloud is transforming the foundational operations of retail right before our eyes. As economic factors and rising competition put pressure on retail to differentiate, executive leadership is finding that the cloud continues to act as a catalyst for increased agility, a more effective go-to-market strategy and an answer for prolonged sustainable growth in an uncertain economy.

According to Gartner’s IT Spending Forecast, retail IT spending is expected to grow more than 9%, reaching more than \$178b in 2022. As retailers continue to adapt to market conditions and consumer expectations, leading retailers have been working to transform stores into digitally-innovative environments that embrace technology for improved customer interactions. In fact, a large majority of retailers expect to increase store technology investments in the coming year, leaning on cloud-native platforms to capture an increased share of tomorrow’s digital retail economy.

## Retail at scale through cloud-native platforms

From aging data centers, to unpredictable supply chains, to ever-morphing customer preferences, retail has to be technologically agile to remain competitive. Fortunately, with VMware Cross-Cloud™ services, retail organizations can adopt a flexible, scalable cloud solution in a manner that is streamlined, efficient and minimizes business disruption. By employing core VMware capabilities, companies gain an immediate advantage by accessing an entire ecosystem of cloud-native solutions.

## Personalize and unify omni-channel consumer experiences

Launch new digital products and services, modernize existing applications and leverage APIs to eventually replace legacy systems with new digital commerce capabilities. VMware’s digital foundation, including VMware Tanzu, enables retailers to create a seamless, omni-channel shopping experience at speed and at scale.

### Benefits of modernizing retail IT systems

- Achieve growth and profitability goals with modern retail infrastructure
- Increase IT agility by broadening the automation of retail operations
- Improve efficiencies by providing a path for traditional app transformation and deploy modern apps faster

### Unique value of cloud transformation with VMware

- Simplest, lowest cost path to cloud
- Use existing tools, training and talent across clouds
- Integrated network security

### Respond rapidly to consumer and market opportunities

Today's customer expectations are changing. To address rapidly evolving customer expectations, organizations must transform retail IT infrastructure to a modern, dynamic, agile platform that supports fast-growing omni-channel experiences, business models and multi-cloud strategies. VMware Cloud infrastructure enables a consistent architectural model across data center, cloud and edge environments, enabling IT organizations to leverage public and private clouds as a single pool of resources to scale on demand.

### Expand commerce business models to encompass security

Security is an ever-present, and growing, challenge. Add to it an organization's expectation to innovate in the digital space, and security becomes paramount. VMware helps organizations embed security into every layer of the infrastructure to better identify, prevent, detect and respond to threats and abnormalities. Proactively manage cyber defenses with monitoring, data encryption, threat detection and remediation, across any app, any cloud or any device. Support the entire protection lifecycle—harden, prevent, detect and respond—both onsite and remotely.

### VMware Cross-Cloud services for retail

VMware Cross-Cloud services are paving the way for the next wave of consumer-driven retail experiences. With VMware Cross-Cloud services, organizations can connect stores and consumers with data, insights and resources, allowing them to deliver a more valuable, digital-driven customer experience.

Built on a diversified portfolio of VMware solutions, VMware Cross-Cloud services provide the foundation for retail to build, run and secure applications across any cloud, increase governance, control all apps and facilitate an anywhere workforce—without jeopardizing security. VMware Cross-Cloud services provide a cloud-agnostic infrastructure, along with a set of tools, to specifically address the following retail challenges:



#### Modern application development

Solutions such as VMware Tanzu give developers the autonomy to build modern customer-facing and internal retail apps on the right cloud while giving IT Ops the ability to control and manage policies and security across all clouds and development environments.



#### Multi-cloud management

VMware Cloud Management simplifies multi-cloud management, independent of the platform, to reduce costs and mitigate risk. Automate previously manual tasks and deliver optimization capabilities that maximize performance, adjust capacity, streamline compliance and remediate issues as they arise.

## About VMware Cross-Cloud services

VMware Cross-Cloud services provide an integrated **portfolio of software-as-a-service (SaaS) solutions and interoperable technologies** focused on helping organizations maximize the business benefits of using multiple clouds.

## VMware is the #1 trusted vendor for enterprise workloads running across clouds<sup>1,2</sup>

- Retailers run on VMware. The top 10 global retailers are VMware customers.
- 300K+ global organizations rely on VMware solutions.
- 20+ years of innovating and reducing complexity around enterprise apps, driving IT modernization.
- VMware is a primary contributor to the Cloud Native Computing Foundation.
- VMware is leading the effort to make Kubernetes accessible to everyone.



### Enterprise-grade cloud infrastructure

Unlock enterprise-grade IaaS and CaaS solutions across all public cloud and edge environments, incorporating all the enterprise-grade capabilities that customers expect in a true market leader. VMware infrastructure and services make migrating and modernizing existing retail applications in the cloud seamless and straightforward.



### Anywhere workspace and edge

Deliver a hybrid workspace that enhances employee productivity with a work-from-anywhere solution that prioritizes secure access to apps (including edge-native apps) from any device. This innovative approach eliminates the need to juggle disparate cloud management toolsets or refactor applications.



### Security and networking

Achieve simpler, faster and smarter security by leveraging the rich solutions delivered by VMware. Enable users to access any app on any cloud over any connection securely and deliver security built-in as a distributed service.

## Learn more

[Set up a meeting](#) with our sales team for a personalized demo or for more information, including how to take advantage of VMware Cross-Cloud services to capitalize on the rich offerings of cloud transformation. To find out more, go to [VMware Retail IT Solutions](#).

1. Forbes. "The 5 biggest tech trends in Financial Services." January 22, 2022.

2. FY22 VMware Workloads Tracker, Management Insights, January 2022.