

# Leading Technology-Driven Growth

How the right retail digital platform accelerates innovation



“CIOs need to make the leap from tech leader to business driver.”

-McKinsey & Company

---

## Overview

Retail organizations recognize the first-mover advantage of successful change. Yet until recently, they have been cautious with multi-cloud. While accelerating business value in pockets, fully modernizing with multi-cloud was viewed as complex and risky. The pandemic changed everything. *Seven & I Holdings Co.*, a prime example, established a plan that would complement digital transformation initiatives to provide new customer innovations while simultaneously optimizing security and efficiency. Applications are at the center of it all, driving business growth and resilience—not only for retailers but for almost every industry.

I’m more concerned about not being bold enough than about being too cautious,” one CEO emerging from the crisis and navigating fast-paced economic recovery recently explained to McKinsey & Company. “The clear implication,” McKinsey analysts assert, is that “CIOs need to make the leap from tech leader to business driver.” That starts with these critical make-or-break priorities that better align IT with business goals:

- Know your customer as well as you know your technology in order to shape strategy, not just implement it
- Put cloud at the center of your strategy to capture the full value cloud offers
- Make the developer experience the cornerstone of talent strategy, upgrading existing workplaces as a critical first step

Retail organizations that move fastest will be best positioned to scale business, accelerate innovation, transform consumer experience, and drive growth while increasing employee engagement and productivity. What’s now essential to achieving digital business success and staying competitive is technology architected for agility, flexibility, security, and consistent operations. This includes a platform capable of ensuring retail organizations can efficiently and effectively rationalize their app portfolios for modernization, take advantage of multiple cloud platforms and services, and empower their anywhere workforces.





## Navigating the new technology landscape

Change is a constant business leaders have traversed for decades. Disruption, powered by technology, is different. Its expanse and velocity are upending retail and creating new market-makers. The challenge is for leaders to lean into technologies that can help their businesses run fast today while future-proofing for tomorrow.

To accelerate change and business growth, retail leaders are lining up behind these key technology-driven initiatives:

- **Multi-cloud** – Nearly 3 in 4 retailers (79%) today are deploying to multi-cloud, according to VMware Executive Pulse respondents
- **Modern apps** – The number of retail executives boosting app modernization in importance is also skyrocketing. Nine in ten (94%) Executive Pulse respondents cited modernizing apps as their top priority
- **Hybrid workforce** – Workplaces and stores are changing. Over half (53%) retail employees state that securing remote users and endpoints is their top workforce challenge, but a necessity as more digital experiences move to the edge

Each of these areas—cloud adoption, app modernization, and hybrid workforce—presents your retail organization with an opportunity for technology-driven growth.

Technology	Business outcomes	Real-world business results
Cloud	Use cloud to evolve the retail business, not just run apps, creating operational efficiencies	41% less cost and hours spent on infrastructure*
Apps	Give developers freedom to release software faster to ensure a modern retail experience in stores	35% revenue increase from faster delivery of modern apps*
Hybrid workforce	Deliver frictionless employee experience to boost customer engagement	35% productivity increase across a distributed workforce*

\*VMware Executive Pulse Survey



## Cutting multi-cloud complexity

As VMware retail customers have increased cloud-centric priorities and spend—including teaming with multiple public cloud providers—we have continued to be a proven partner in multi-cloud journeys. Choice and flexibility maximize retail outcomes, which is why these traits are infused in our DNA, and why our products break down silos and eliminate false tradeoffs, while ensuring workload portability and application-to-platform best fits.

Our recently introduced VMware Cross-Cloud™ services is an integrated portfolio of software-as-a-service (SaaS) solutions and interoperable technologies focused on helping retail organizations maximize the business benefits of using multiple clouds. With Cross-Cloud services, retailers can build, run, and secure applications across any cloud, increase governance and control of all apps and infrastructure across clouds, and facilitate an anywhere workforce—without jeopardizing security.

With our cloud-agnostic portfolio cutting through cloud complexity, retailers can go faster, spend less, be free of lock-in, and provide governance guardrails that secure everything inherently across clouds, endpoints and the edge.

## Why VMware?

VMware welcomes change, empowering retail organizations to turn ideas into successful business results. In collaboration with or alongside large system integrators and strategy partners, VMware is distinguished by our dedication to driving retail growth through technology innovation. As a result of our more than two decade partnership with retail organizations, VMware is the:

- **Preferred retail partner** — 10 of the top 10 global retailers are VMware customers
- **#1 trusted vendor** for enterprise workloads running across clouds
- Purveyor of the most comprehensive multi-cloud application services platform
- **Most flexible provider** so you can adopt cloud at your own pace
- **Intrinsic security leader**, allowing you to secure your apps at every level of the stack
- Neutral party of multi-cloud with the most comprehensive ecosystem

VMware solutions continue to power IT modernization while speeding modern app development, for example, by making Kubernetes accessible to everyone. We help lower risk by building security in everywhere—apps, cloud, and the distributed edge—no matter where and when retail happens.

## Powering your digital retail strategy with VMware

VMware provides a path for retail organizations to further disrupt the industry without compromise. In parallel or consecutively, undertaking the following three strategic initiatives with us empowers your team to accelerate the DevOps revolution, take the fastest, easiest path to cloud, and empower your hybrid workforce.

### Scale cloud-native platform operations

Disparate clouds and K8 distributions make cohesive, secure operations difficult while delaying time to market by negatively impacting developer productivity and slowing the delivery of new apps. VMware solutions prevent failure by providing the only comprehensive platform to manage all apps on any cloud or K8s distribution. Recent studies report our solutions increase DevOps efficiency by 69 percent. Organizations that use VMware solutions also report 90 percent faster provisioning and self-service access to the right infrastructure and app building blocks, with security guardrails in support of faster app delivery. Because we have spent 20+ years innovating and reducing complexity around enterprise applications, only our platform helps teams optimize costs with visibility and governance across clouds, lines of business and apps. For organizations accelerating cloud journeys, we help speed strategic application goal achievement—from rehosting to re-platforming—to meet customer expectations and stay competitive as business accelerates to the multi-cloud world.

### Accelerate retail cloud transformation

Cloud complexity prevents teams from achieving agility, innovation, and competitiveness. Recent studies show VMware delivers the fastest (46 percent), most cost-effective (57 percent), and lowest-risk way to migrate mission-critical apps across the world's clouds. Among our advantages is ensuring consistency and portability between hyperscalers while being intimately familiar with existing environments. That makes us an ideal choice for migrating, modernizing and operating multiclouds. Because we are leading the effort to make Kubernetes (K8s) accessible to everyone and are a primary contributor to the Cloud Native Computing Foundation, only VMware solutions support modernization with K8s and native services using the highly knowledgeable skillsets, of VI admins. Only VMware solutions enable consistent operations and advanced security for all apps across clouds. For retail organizations operationalizing cloud journeys, we help grow retail opportunities and customer satisfaction with enterprise resiliency, security, and control.

## Business Results

- *Dicks Sporting Goods* – developed a mobile app that enables store associates to assist customers with real-time product information and recommendations improving the customer experience
- *Seven and I Holdings Co., Ltd.* - developed complementary digital transformation initiatives to provide new customer innovations while simultaneously optimizing security and efficiency underpinned by VMware Cloud
- *Homes.com* – Online real estate business reduced Opex by 20% while improving platform reliability and scaling up with VMware Cloud

Learn More at [VMware.com](https://www.vmware.com)

## Empower the hybrid workforce for retail

New requirements have emerged as retailers move from simply supporting remote work to truly becoming distributed, work-from-anywhere businesses. VMware solutions empower companies to prioritize the experience of their distributed workforce, while building a more resilient, efficient and competitive organization that can conduct business in entirely new ways. Our solutions take a holistic approach, combining industry-leading digital workspace, endpoint security and Secure Access Service Edge (SASE) technologies, working harmoniously across any application on any cloud to any device. With VMware solutions, organizations boost employee engagement, improving morale by supporting new store initiatives and a culture of choice; reduce operational overhead and complexity, allowing IT to focus on driving retail outcomes and innovation; and broaden security effectiveness by providing comprehensive visibility and security that follows users, data and apps wherever they are.

