

Is Your Retail IT Ready To Deliver **Transformative Edge Business Outcomes?**

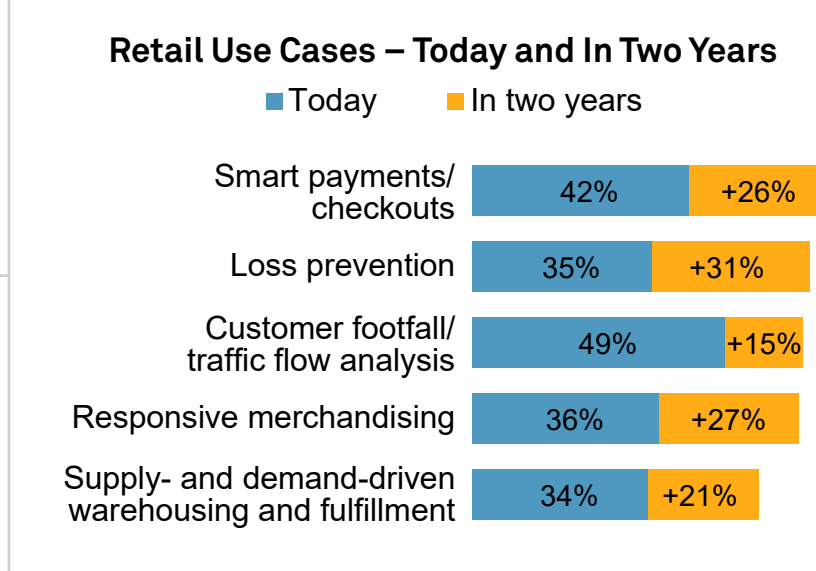


Retail customers today demand a **frictionless experience**



Data-driven solutions at the edge can help

Retail edge solutions enhance the customer experience while helping retailers cut costs and reduce losses



The **connected retail edge** is enabled by:



Edge compute

enabling real-time transactions and edge-executed AI/ML analytics



5G connectivity

supporting real-time data exchange and rich media customer interactions

37% of retail IT infrastructure is deployed at the edge today

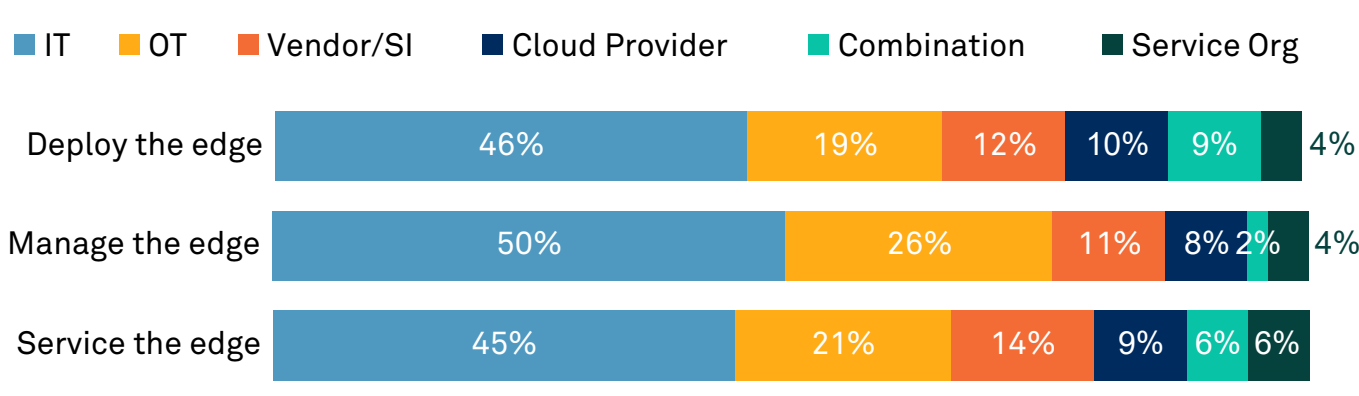
63% of enterprises expect to use 5G as their primary means of IoT connectivity within two years

77% of retailers plan to increase edge deployments in the next two years

64% plan to augment their edge compute with a private 5G network

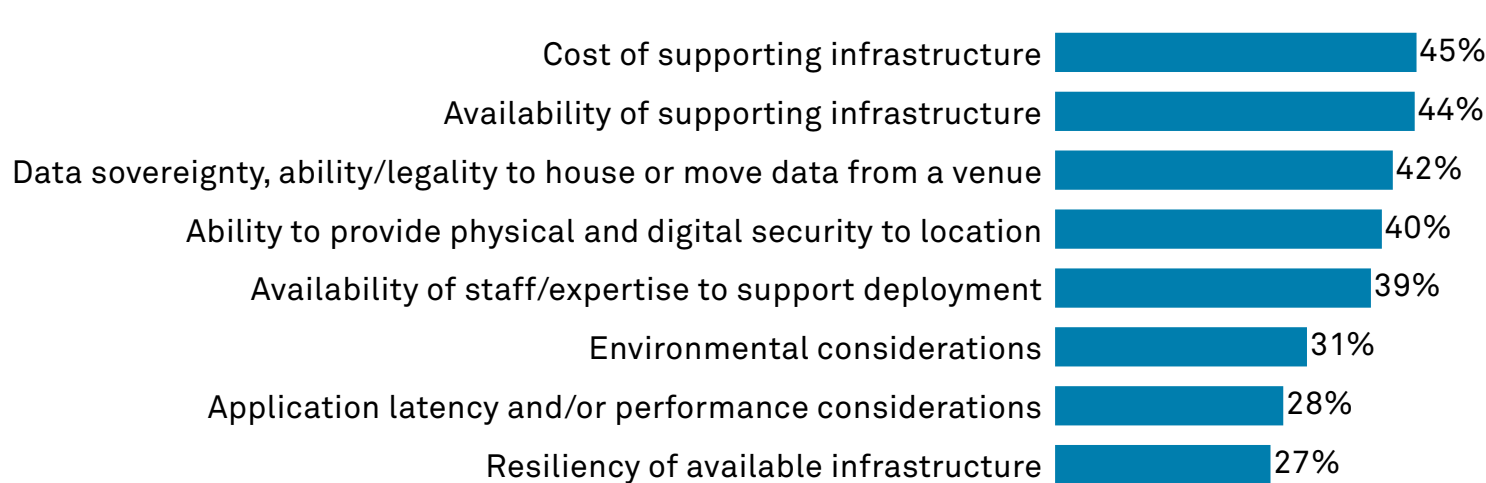
While many stakeholders contribute, critical edge ownership falls primarily to **IT leadership**:

Responsibility for Edge Infrastructure



A variety of factors are leading enterprises to deploy workloads at the edge, including:

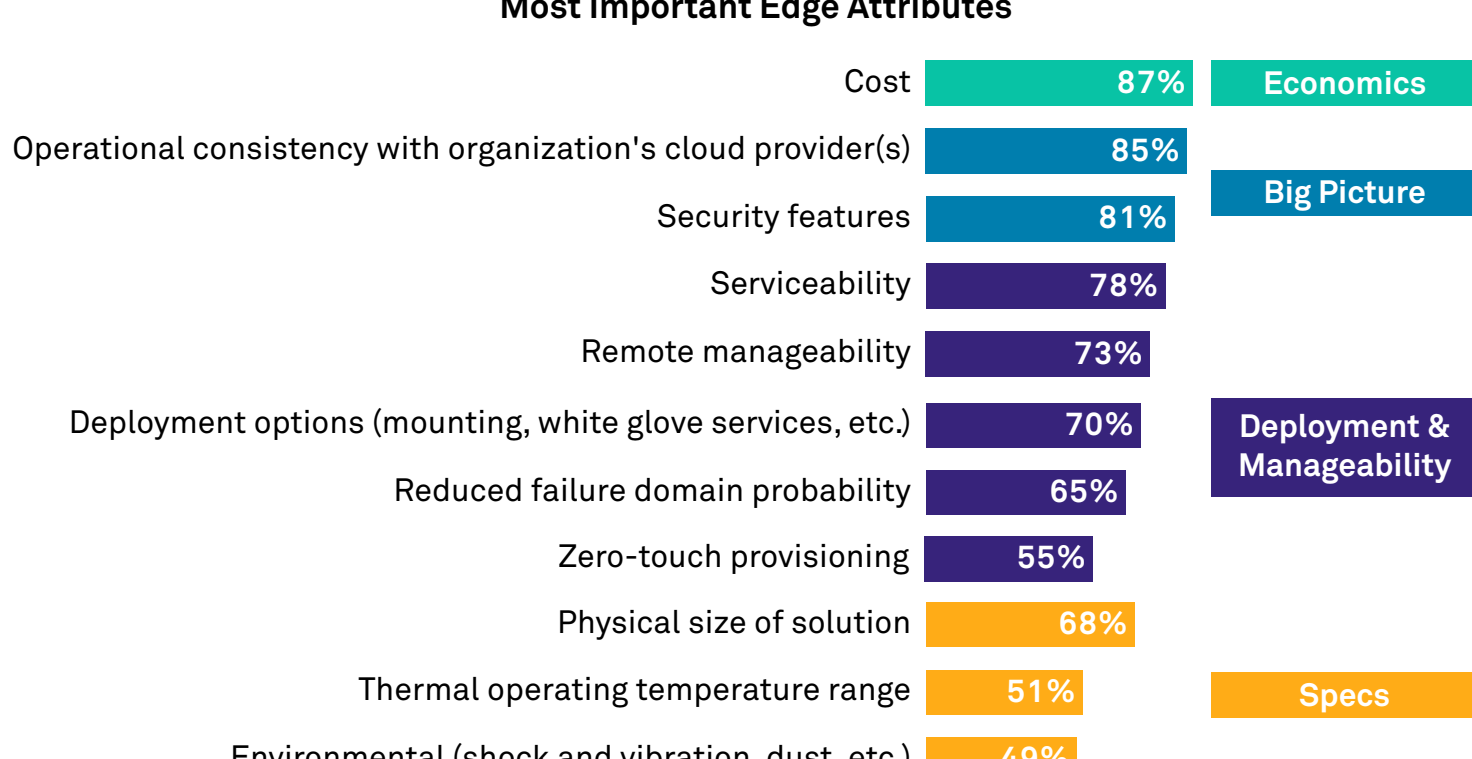
Execution Venue Drivers



Choosing the **right edge products and services** is critical – impacted by cost, architecture and infrastructure management considerations:



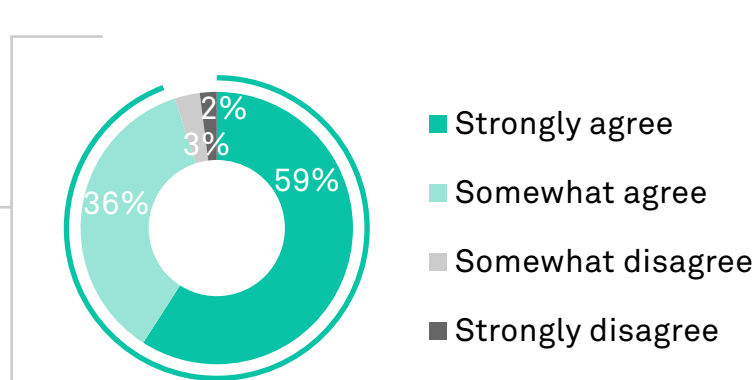
Most Important Edge Attributes



Key Takeaway

Edge technology decisions are critical to retail success:

95% of enterprises say **the location** in which their data-driven applications are deployed – edge-to-cloud – has a MAJOR impact on their digital project success



The Final Word

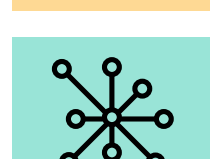
To ensure retail success at the edge, IT leaders should:



Anticipate and explain to business colleagues how edge compute, 5G and AI can help transform retail omnichannel operations



Work closely with those counterparts to deploy the right technologies and enterprise architectures to differentiate their business



Highlight the benefits of a comprehensive edge-to-distributed-cloud architecture, as opposed to a patchwork of one-off use case deployments

Sources: Edge Technologies Survey – 451 Research for Dell Technologies, 2021; 451 Research's Voice of the Enterprise: Internet of Things, Workloads & Key Projects 2021



Dell Technologies and Intel empower retail organizations to achieve remarkable outcomes through data-driven insights across edge and centralized IT environments.

To learn more, please visit DellTechnologies.com/RetailEdge and Intel.com/Retail