DELL Technologies

Retail Edge solutions

How Edge computing, computer vision and AI help to deliver stand out customer experiences

Who?

FROM MASS RETAIL

- Purchase decisions based on price and product
- Influenced by mass advertising and promotion
- Understanding customer demographics is key to sales

TO PERSONAL RETAIL

- Greater access to price and product information
- Customer expectations set by online retailers
- Understanding individual customers is key to sales
- Omnichannel shoppers want to shop online, on mobile, in social and in store
- Personalization rewarded with loyalty

CUSTOMERS TODAY

81%

research purchases online[1]

64%

happy for retailers to use data to enhance experience (so long as you look after it)[2]

51%

would abandon retailer after 1-2 bad experiences[2]

THINK BRICK AND MORTAR DOESN'T MATTER TO MILLENNIALS? THINK AGAIN.

76%

of Gen Z shoppers feel physical stores give better shopping experiences[3]

$1.4T

Millennial spending power by 2020[4]

THE RISE OF MOBILE COMMERCE

Customers want

their technology to integrate seamlessly in store
effortless mobile payments
to research and buy on their phones
receive offers and promotions on their phones
to be able to check stock in real time
their data to be secure

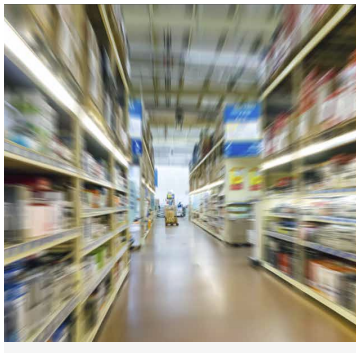
53.9%

of ecommerce payments made by mobile by 2021[5]

93%

of customers prefer biometrics to passwords when validating mobile payments[6]

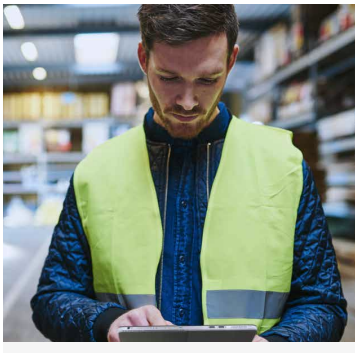
Where?



HERE

$152.7 B

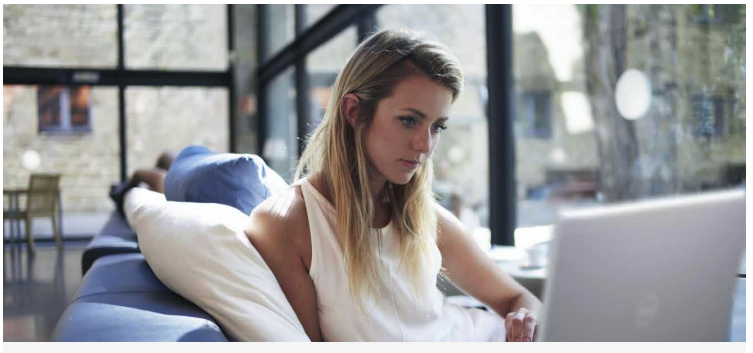
in-store retail[7]



THERE

$62.5 B

e-commerce[8]



EVERYWHERE

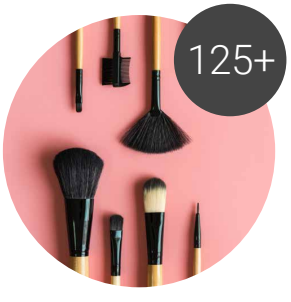
130%

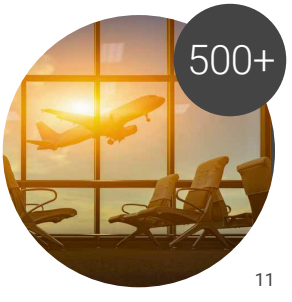
omnichannel shoppers lifetime value vs single-channel shoppers[9]

70%

of retailers expect to invest in IoT to expand into new sales channels by 2021[10]

NUMBER OF TOUCH POINTS BEFORE PURCHASE





2x

customers who shop using mixed methods vs brick and mortar-only shoppers

70%

omnichannel shoppers buy 70% more often than offline-only customers[13]

68%

of mix shoppers 'click and collect'

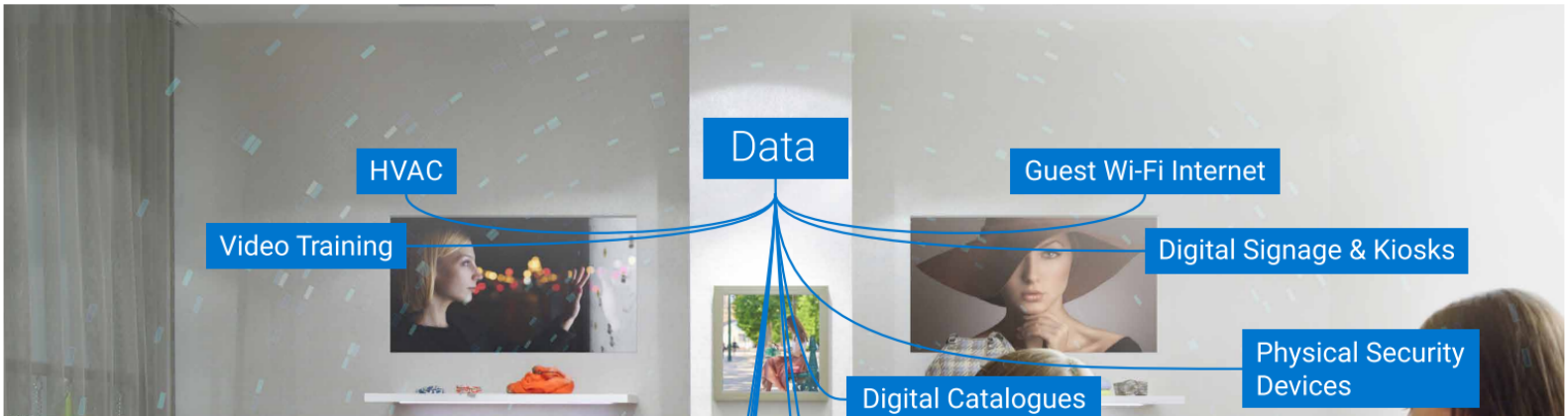
85%

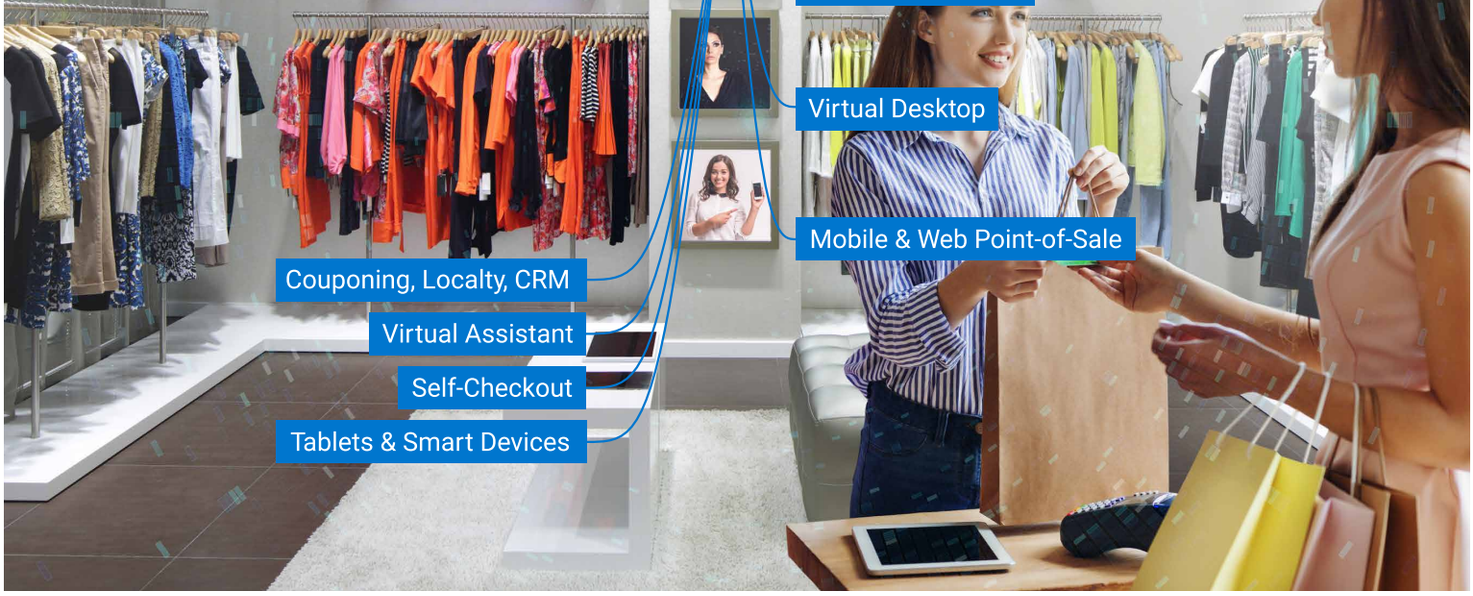
of these shoppers make additional purchases in store when they collect[14]

How?

INTELLIGENT CUSTOMER EXPERIENCES NEED INTELLIGENCE AT THE EDGE

Dell Technologies retail Edge solutions securely combine data from many sources to enable you to deliver seamless insight-driven customer experiences. The large data volumes involved make this an inherently edge solution.





THE RISE OF THE EDGE

10%

of enterprise-generated data created at the Edge 2017

75%

predicted enterprise-generated data created at the Edge 2025[15]

THE EDGE AND THE INTERNET OF RETAIL THINGS: MANY DEVICES, ONE STARTING POINT

FROM

To

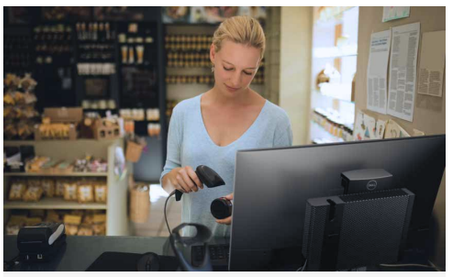
Built for every retailer

SIMPLIFIED RETAIL EDGE AND COMPUTER VISION SOLUTIONS FROM DELL TECHNOLOGIES

We help you innovate and deliver new capabilities quickly and cost effectively to respond to changing customer demands. Improve organizational speed, agility, and effectiveness through Edge computing, software, and insights powered by data.

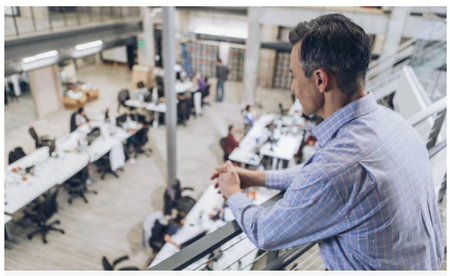
- Pre-tested
- Pre-validated
- Deliver business impact fast
- End-to-end security protects customer data
- Solutions scale to every organization size
- Create the foundation for your digital future, with flexibility to add in new capabilities

The new vision for retail



DYNAMICALLY PERSONALIZED CUSTOMER EXPERIENCES

- Answer questions like 'how do my customers buy'?
- Uncover patterns and behaviors that drive or stop sales
- Personalize to create stand out experiences



ADVANCED LOSS PREVENTION

- Create more relaxed, welcoming, frictionless shopping experiences
- Loss prevention that sees the difference between customer behavior and crime
- Real-time shrinkage control without impacting customer experiencea

PREDICTIVE INVENTORY AND SUPPLY CHAIN CONTROL

- Save money by reducing inventory
- Drive revenue by predicting best sellers
- Compete cost-effectively in an omnichannel world

In retail today, you need vision. What's yours?

Digital transformation is the key to delivering the relevant customer experiences today's shoppers demand. Find out how Dell Technologies Edge Solutions for Retail help transform your business.

For more information, visit **DellTechnologies.com/Edge**

DELL Technologies

intel

1 Source: https://www.forbes.com/sites/forbespr/2016/05/25/customers-like-to-research-online-but-make-big-purchases-in-stores-says-new-retailer-study/#441b9bc76443a
2 Source: https://brpconsulting.com/download/2018-unified-commerce-survey/
3 Source: ICSC https://www.icsc.com/news-and-views/icsc-exchange/gen-z-shoppers-find-physical-stores-way-cooler-than-e-tail-icsc-study-finds
4 Source: DT Retail PoV deck5 [NB no citation provided in deck]
5 Source: https://www.statista.com/statistics/249863/us-mobile-retail-commerce-sales-as-percentage-of-e-commerce-sales/
6 Source: https://newsroom.mastercard.com/news-briefs/overcoming-mobile-biometric-challenges-mastercard-and-university-of-oxford-collaborate-on-new-research-initiative/
7&8 Source: https://www.insightsassociation.org/article/there-future-brick-and-mortar-retail
9 Source: https://www.thinkwithgoogle.com/consumer-insights/how-digital-connects-shoppers-to-local-stores/
10 https://www.retailcustomerexperience.com/blogs/3-ways-iot-is-impacting-retail/
11 Source: https://www.thinkwithgoogle.com/feature/search-intent-marketing-funnel/#/
12 Source: https://www.thinkwithgoogle.com/consumer-insights/consumer-car-buying-process-reveals-auto-marketing-opportunities/
13 https://www.mckinsey.com/industries/retail/our-insights/ready-to-where-getting-sharp-on-apparel-omnichannel-excellence?cid=other-eml-alt-mip-mck&hlkid=999100ff9f844865a68778ccfe2b9d2e&hctky=1399185&hdpid=c9177eee-7710-4906-81c8-2a9f9acd3c94
14 Source: https://www.forbes.com/sites/johnkoetsier/2019/03/11/hope-for-brick-and-mortar-retail-68-of-shoppers-click-and-collect-or-buy-online-and-pick-up/#1e39bd9a7708
15 https://www.gartner.com/smarterwithgartner/what-edge-computing-means-for-infrastructure-and-operations-leaders/