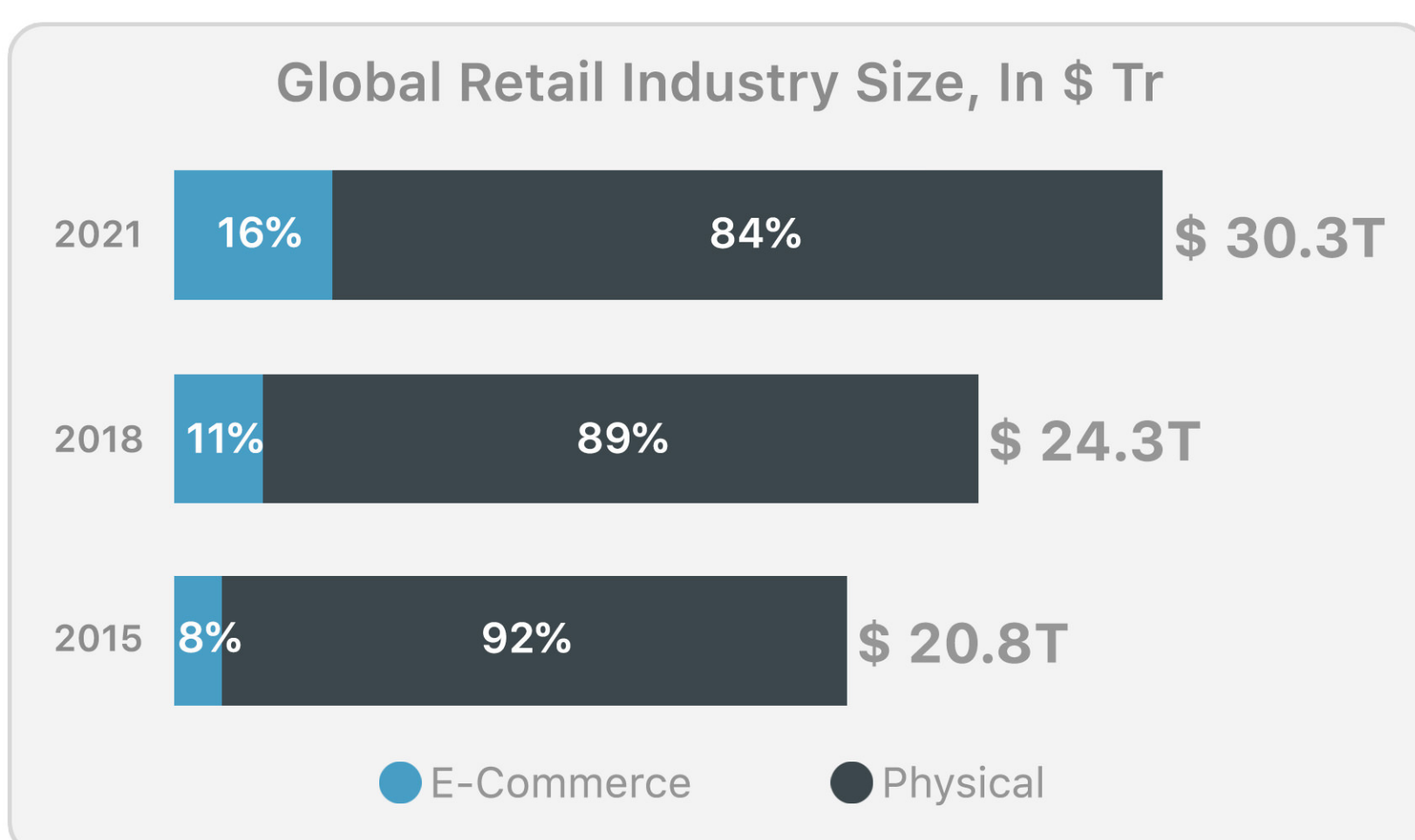




ENABLE OMNICHANNEL SUCCESS THROUGH HCI

Online retail is fastest growing segment with **15% CAGR** however the physical channel still dominates as reinvented experiential retail mode



What is Omnichannel?

A fully integrated shopping experience that unites user experiences from brick-and-mortar to mobile-browsing and everything in between

Why Omnichannel?

- Seamless experience across channels
- Complete customer control and convenience

Results of Omnichannel

Companies successfully engaging customers across channels retain more than twice as many customers as companies without effective cross-channel strategies

Omnichannel Retail Strategy



Hyperconverged Infrastructure (HCI) Enabling the Omnichannel Experience

To pursue an omnichannel-centric strategy, it is essential to upgrade IT infrastructure and modernize the datacentre with solutions like HCI

Hyperconverged infrastructure is a software-defined solution that streamlines the deployment, management and scaling of datacenter resources by combining server, compute and storage resources.



* Top 3 benefits of omnichannel enablement through HCI

25% Better integration across applications and data sources

17% Real-time retailing capabilities

9% Better visibility into customer and business operations

HCI Enables Omnichannel Success Through

Data Aggregation for predictive analytics & process optimization

Seamless Integration and real-time transaction tracking across systems

Simplified store and branch operations and rollouts

Source: Zinnov interviews with leading global retail enterprises
* Percent of survey respondents citing stated benefits

