



Retail by Dell: Connecting consumers & retailers in an evolving marketplace

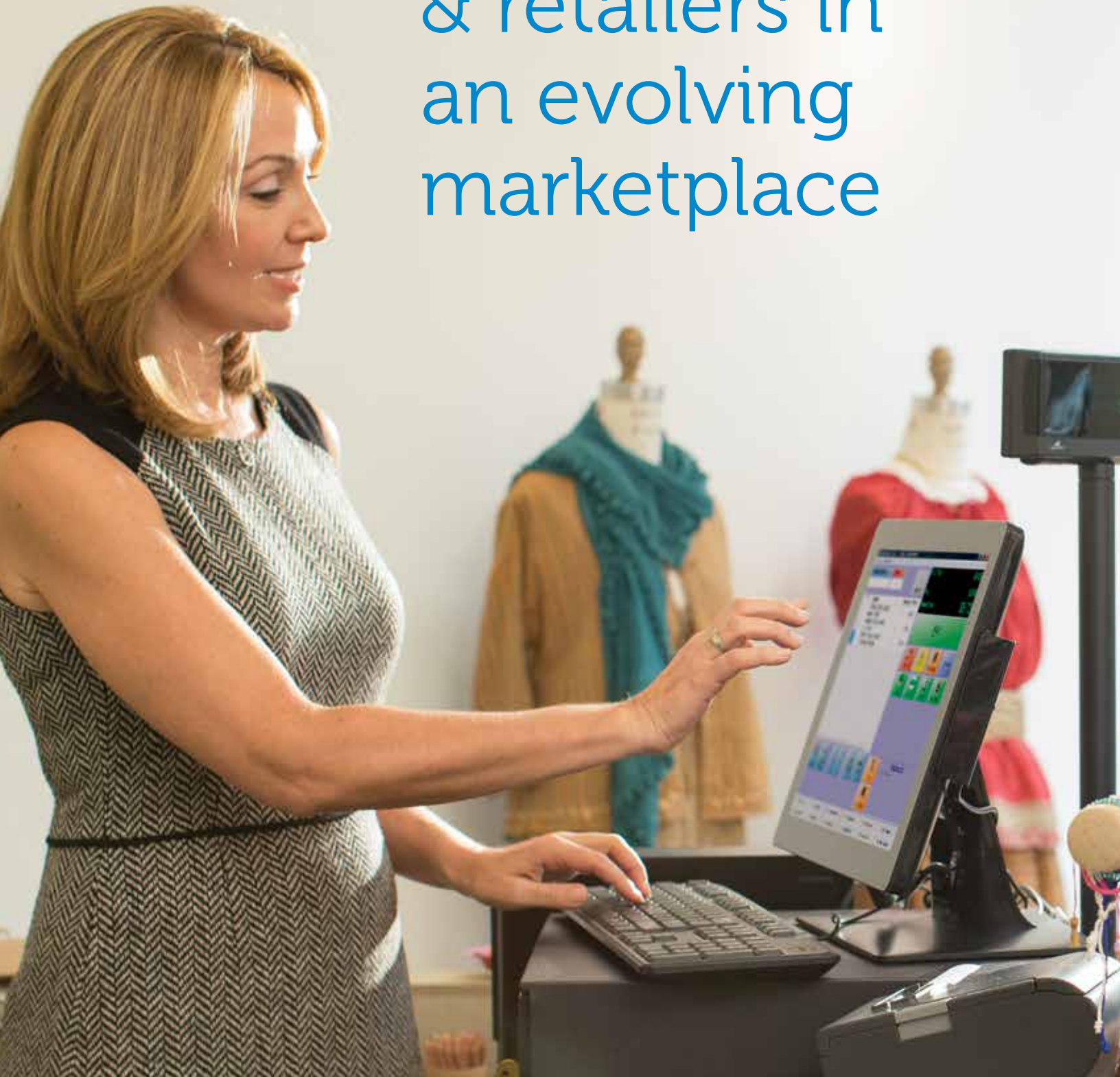


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Dell Retail Solutions

Dell helps retailers use technology to drive a customer-centric retail experience

- **Mobility:** Dell offers a mobile ecosystem equipped to meet all of your in-store mobility needs
- **Store Infrastructure:** Cost-effective, centralized management of your store and back-office systems
- **Security:** Keeping your customer data safe and your business PCI compliant
- **Store Systems:** Based on the Dell OptiPlex XE platform, our modular POS systems can be fully customized to meet the needs of your business
- **Digital Signage:** Create a dazzling in-store experience in every one of your stores

Solutions Overview

Unique Customer Insights

Solutions

- Big Data & Analytics
- Mobile Marketing
- Mobile Application Development
- Social Media Services

Personalized Customer Engagement

Solutions

- Wireless Storefront
- Guest Access
- Digital Signage & Interactive
- Mobile Application Development
- Social Media Services

Next Gen Retail Infrastructure

Solutions

- Store Systems
- In Store Mobility
- Systems Management
- PCI & Data Security
- Cloud/Virtualization

Learn more about all of Dell's Retail Solutions here



Retail Solutions in the News



Storage Wars

Urban Barn expands store count – and infrastructure capabilities



Dell converged infrastructure for retail



Dell clients on cloud nine



Redner's Warehouse Markets Improves IT Productivity with Systems Management Solutions



The Dell PowerEdge VRTX:

Versatile, scalable IT to serve dynamic retail environments

The ascendancy of the Web has fueled radical transformation across the retail industry. Web commerce threatens brick-and-mortar retailers and e-tailers alike, as pricing pressures intensify from both aggressive online competitors and increasingly cost-conscious consumers.

Yet through the tumultuous change, the physical storefront remains a strategic asset. What's different is the means by which a retailer must leverage this asset; the storefront's look, feel, and place in the value chain can vary tremendously from retailer to retailer.

Clearly, the stakes for retail success are enormous; in 2011, the top 250 retail companies generated \$4.271 trillion worldwide. So the pace of change continues to accelerate, as retailers test new approaches to in-store operations, merchandising, supply chain management, marketing, and customer service.

Dynamic business models demand versatile IT solutions

No matter what strategy a retailer embraces, IT will play a vital role in transforming the business. This is because the processes at the heart of the new retail era—from inventory optimization to staff mobilization, real-time data mining, and social media-powered customer services – depend heavily upon enterprise-caliber IT.

But by the same token, IT complexity can constrain a retailer's ability to respond to changes in the marketplace. Furthermore, faced with price sensitivities and thin margins, many retail businesses may opt to forgo the costs of hiring full-time IT specialists.

To maximize the effectiveness of any retail approach, IT decision makers require solutions that offer the versatility and scalability to grow and adapt to market shifts and strategy tweaks. Moreover, because the ideal physical storefront remains a fluid concept, IT solutions that offer broad deployment flexibility – the ability to accommodate shifts in strategy through easy expansion, reconfiguration or physical relocation—can lend retailers an even sharper competitive edge.

The Dell PowerEdge VRTX offers retailers versatile, flexible IT to help manage market transformation.

- Run-anywhere design allows installation in virtually any storefront, warehouse or back-office site
- Enterprise-class IT supports application-rich retail environments, either with or without virtualization
- Modular server and storage flexible helps accommodate market shifts and strategic fine-tuning
- Excellent Total Cost of Ownership (TCO) simplifies planning and budgeting
- Streamlined management and administration from onsite, central or remote locations



A new solution for scalable, simplified IT

The Dell PowerEdge VRTX offers unique design elements that are particularly well-suited to addressing the IT challenges of the new retail era. This is because the VRTX converges enterprise-class servers, storage, networking and management into a single, office-optimized chassis the size of a traditional, desk-side tower server. The PowerEdge VRTX was designed to enable organizations to run nearly any mix of applications—either with or without virtualization—in venues previously considered too remote or understaffed to support them. Its scalable, internally shared storage (up to 48TB in capacity) can help your retail business support a rich mix of applications, as well as leverage such advanced benefits as high-availability clustering and virtualization-based workload migration within a single, compact chassis.

You can deploy the PowerEdge VRTX to save money while boosting productivity. Modular VRTX server nodes—enterprise-proven PowerEdge M520 and M620 server blades tailored for VRTX use—offer mix-and-match flexibility. Because VRTX uses well-established server platforms, you now have the means to run advanced applications in extremely close proximity to your customers and products, along with the confidence that you can capitalize on future generations of PowerEdge server and Intel Xeon processor technologies. And the modular architecture of VRTX storage offers you the flexibility to assign specific storage resources to individual servers or to share storage resources among several servers or virtual machines.

The PowerEdge VRTX can help reduce—or even remove entirely—the burden of system specification, test and integration. IT decision makers can define standard VRTX configurations which can then be rolled out rapidly across multiple stores, warehouses, and other locations. IT administrators can then manage VRTX server, storage and networking resources easily, via a single, intuitive, graphical user interface. In fact, administrators can monitor the health status of up to 400 geographically dispersed VRTX systems using OpenManage Essentials Geographic View, a management tool that comes standard with every system.

Not only can your organization make better use of limited space with the density of the VRTX; you can save on equipment racks, specialized power systems, HVAC, cabling and labor associated with solutions architected on discrete servers, storage and switches. Advanced VRTX innovations—such as its compact footprint, support for wall-outlet standard 100V-240V power, and a sound profile quieter than many conference-room air conditioners—create new opportunities to rethink the role of IT across your entire retail value chain.

Easy manageability, scalability and versatility to power your retail business into tomorrow

VRTX management options are numerous, flexible, and easily adapted on the fly to accommodate organizational and other changes. By architecting IT infrastructures with the PowerEdge VRTX, you can run advanced applications across your retail enterprise without the need to bring deep technical expertise in-house. With its extreme compactness, modularity, versatility, and streamlined administration, the PowerEdge VRTX offers you a vehicle for pushing automation and advanced technologies closer than ever before to the customers who will ultimately determine your success.



What are our
customers saying?



Travel business has hassle-free journey to compliance destination

Can you imagine success in today's business world without e-commerce? It would be like imagining a great summer holiday where there was no sunshine. It just wouldn't be possible. Of course, companies in the travel industry understand the importance of e-commerce better than most. In recent years, many firms in this space have spent more time and effort developing their online presence and customer management systems than on extending their visibility in the high street.

Yet, while the internet and IT have offered new riches, they've also brought new responsibilities – particularly around security. Stewart Travel, based in the United Kingdom, is a great example of a company that took this on-board and invested in the security of its systems. But then the day came when it had to prove to its bank how secure all this technology was or face a discretionary monthly charge.

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The company worked with Dell SecureWorks to help it liaise with the bank and demonstrate its compliance to the regulations, called Payment Card Industry (PCI) Security Standards. When you ask Roddie McPhee, General Manager at Stewart Travel about his experience of working with Dell

SecureWorks, he summarises it in a couple of words: peace of mind. The most important thing for Roddie was that Dell SecureWorks handled everything from liaising with the bank, to performing a gap analysis and developing a remediation plan for his security systems. Roddie and his colleagues could get on with their work without worrying about the compliance process in any way.

The result of this engagement was proof enough of what great service delivery can mean to a business. With the assistance of Dell SecureWorks, Stewart Travel was quickly put on course for meeting PCI compliance. The company is now planning for continued growth and a bright future safe in the knowledge that e-commerce will remain at the heart of its business.



Preparing for explosive growth and scalability

Solution - Aaron's secures 2,000 stores nationwide and saves \$14 million annually with Dell SonicWALL SuperMassive firewalls. The company increased performance of store operations by implementing a VPN infrastructure with next-generation firewalls at each location.

Aaron's

\$14 Million

in annual savings



"I have had better support from Dell Software than I have from any other vendor. If they don't have an immediate solution, they will have one for us in 2 to 3 months"

Jason Tate,
Director of Network Services

Benefits

- Increased performance of store operation
- Customized solutions to meet growing needs
- Prepared for massive growth and scalability in the next three years
- Secure access for BYOD users

Solutions Featured

- Security
- Mobile Computing

View the customer story [here](#)



Supporting a growing workforce to boost retail performance



Amway averts millions in potential losses with Recovery Manager for Active Directory

Business Need – Amway’s IT infrastructure includes more than 3,000 servers in the U.S. and Asia. To meet its evolving business needs, the company needed to consolidate its multiple Active Directory (AD) forests and implement a disaster recovery solution for its systems.

Solution - Already a user of Recovery Manager for Active Directory, the company decided to upgrade to the Forest Edition. This solution can restore an entire AD forest to a point in time before the directory became corrupt in a simple, automated fashion.



“We have peace of mind, knowing that our global data is protected and safe with Recovery Manager for Active Directory, even though we haven’t had to use it for a while.”

Marc Denman,
Senior Systems Support Specialist,
Amway

Benefits

- Minimizes potential revenue losses of millions of dollars from Active Directory downtime
- Enhances ability to recover Active Directory forests
- Improves recovery capability because of self-documenting plan for Active Directory restore

Solutions Featured

- Backup & Recovery

View the customer story [here](#)



Resolving issues faster to increase retail sales

Wet Seal resolves Web issues, reduces workload and projects a faster ROI with Foglight

wet seal[®]

Business Need – With e-commerce sales comprising a significant portion of the company's revenue, Wet Seal needed more insight into its Web applications to make its performance problems easier to find and resolve, as well as alleviate end user complaints.

Solution - The company implemented Foglight, which provides a complete view of the application, from the business services layer to the supporting infrastructure components, allowing an IT department to quickly identify the root cause of problems.



"Our development staff used to spend a fair amount of time helping to identify and diagnose problems. We can turn that responsibility over to the network staff now with Foglight. That extra savings has resulted in our applications getting into production faster."

Greg Maxwell,
E-Commerce Development Manager,
Wet Seal

Benefits

- Placed company on track for a full ROI within two years due to prevention of costly outages
- Improved performance of Web site, smart phone app and Facebook game, helping to increase conversion
- Faster rollout to production of internally developed applications

Solutions Featured

- Database

View the customer story [here](#)



Fabricating an agile, efficient IT infrastructure

Haggar reduces storage management time by 70 percent, while reclaiming 40 hours a month for end users

Business Need – Haggar ran virtual servers and virtual desktops on a pair of legacy storage area networks (SANs). The arrays, from HP and IBM, were approaching end of life. One was also maxed out and causing performance issues for the virtual desktop environment.

Solution - The company consolidated data from both SANs onto a Dell™ Compellent™ array, using thin provisioning to reduce the disk space needed. Haggar also replaced a legacy data protection solution with a Dell DR4000 backup appliance.



70% less
IT staff time spent on storage management



“Compared with the hybrid HP-IBM environment we had, we are light-years ahead with our Dell Compellent solution. Our end users are more productive, and so am I.”

Matt Collins,
Senior Network Administrator,
Haggar Clothing Co.

Benefits

- 40+ hours/month reclaimed for end users by moving to high performing storage
- \$12,000 annual savings on disk purchase
- 30-fold increase in time backup data is kept onsite, enabling 75 percent faster restores

Solutions Featured

- Backup and Recovery
- Data Center Virtualization
- Desktop Virtualization
- Storage

View the customer story [here](#)



