

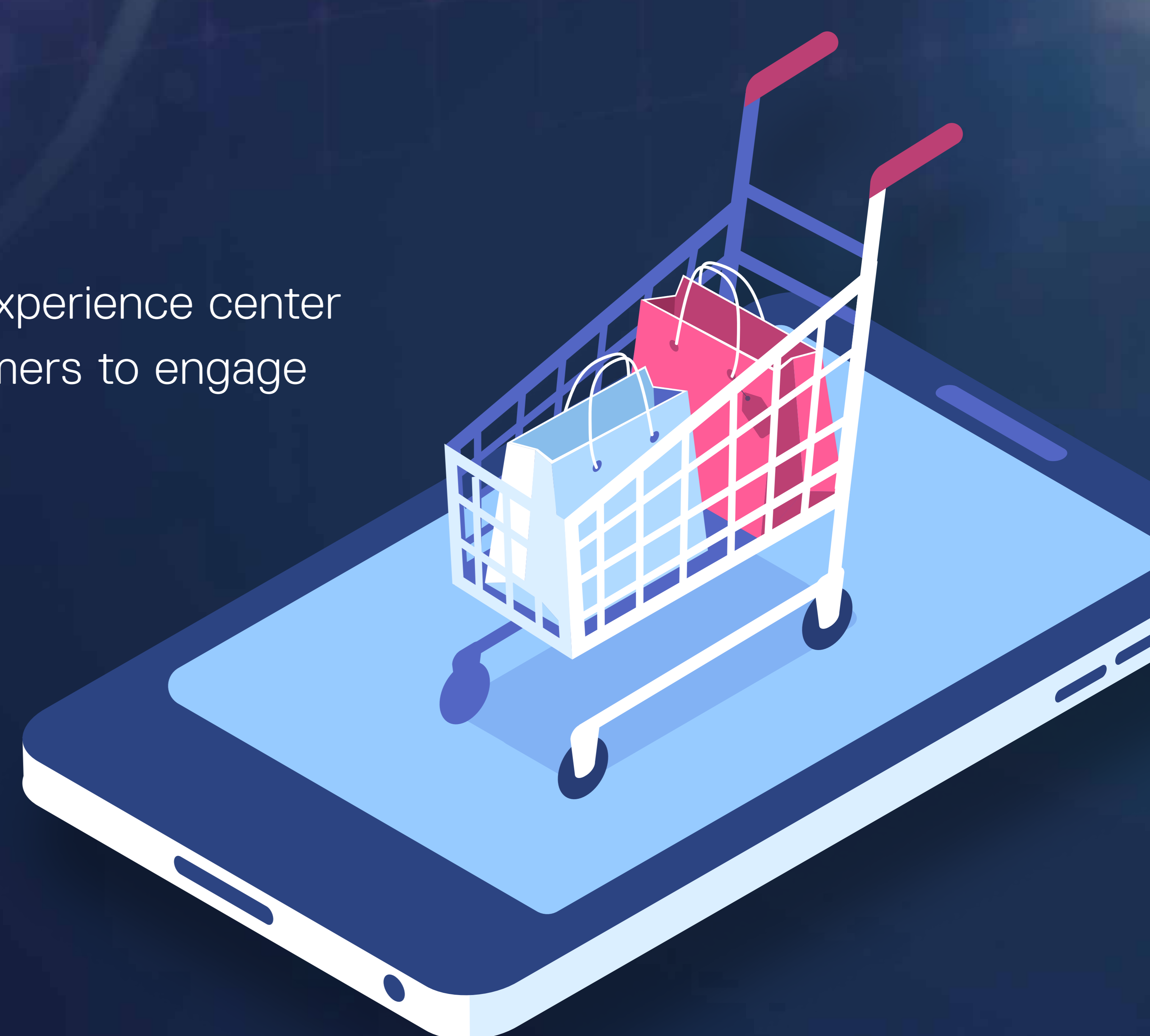
# RETAIL reborn with **EDGE**

## How do you make a **CONNECTED RETAIL EXPERIENCE?**

Edge computing sits at the heart of innovation for retailers and aims to deliver a smarter retail experience. But the edge is more than just what sits in a store. For retailers, the edge lives in every part of the business.

### THE **EXPERIENCE CENTER**

Edge computing can transform your stores into an experience center that provides personalized offers and enables customers to engage with your brand through exciting digital experiences.



- | **JUST WALK OUT TECHNOLOGY**
- ENDLESS AISLES
- VIRTUAL DRESSING ROOMS

### **MICRO-FULLFILLMENT CENTER**

As customer preferences shift towards online ordering with curbside pickup and home delivery, the store has to operate both as experience center and fulfillment center. Edge computing enables automation and robotics to fill in the gap.



- | **ROBOT-ASSISTED PICKING/PACKAGING/SHIPPING**
- CURBSIDE AND VENDING PICKUP
- STORE REPLENISHMENT

### WAREHOUSE **DISTRIBUTION & FULFILLMENT**

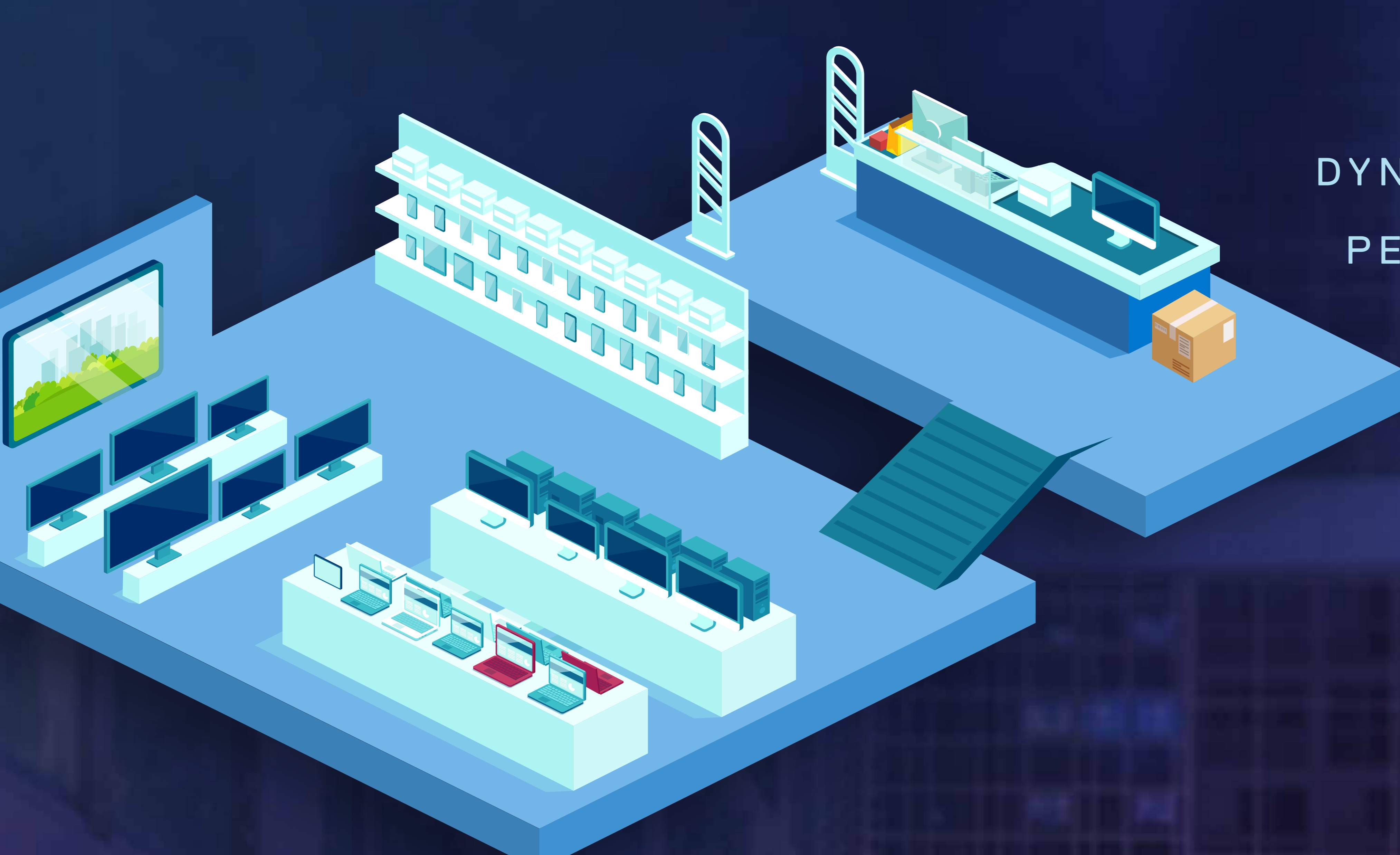
Edge computing will help you know where your inventory is, and how to best get it where it needs to go.

- | **WAREHOUSE MANAGEMENT**
- LOGISTICS OPTIMIZATION
- SUPPLY CHAIN RESILIENCY



### **OMNICHANNEL EXPERIENCE**

Retailers have struggled for years to authentically integrate real world interactions with customers into their overall digital. Edge computing allows you to engage with customers through new digital channels.



- | **360° VIEW OF THE CUSTOMER**
- DYNAMIC PRICING & PROMOTIONS
- PERSONALIZED DIGITAL SIGNAGE

## **REDEFINE RETAIL**

Retail is transforming into more than just your stores.  
We know how to help your business keep its edge.

**DELL**Technologies



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