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

SIMPLIFIED RETAIL EDGE AND COMPUTER VISION SOLUTIONS FROM DELL TECHNOLOGIES

Built for every retailer

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

INTELLIGENT CUSTOMER EXPERIENCES NEED INTELLIGENCE AT THE EDGE

How?

- Analyze and act on the data in real time
- Collect and analyze images in real time
- Analyze customer behavior and crime
- Prevent shoplifting

INTELLIGENT CUSTOMER EXPERIENCES

- Map customer experiences
- Ensure a seamless experience
- Understand customer demographics

NUMBER OF TOUCH POINTS BEFORE PURCHASE

- 85% of these shoppers make additional purchases in-store when they collect online
- 68% of omnichannel shoppers buy 70% more often than offline-only customers
- 70% of customers who shop using mixed methods purchase twice as much

THE RISE OF MOBILE COMMERCE

- 93% of ecommerce payments made by mobile by 2021
- 51% of Gen Z shoppers feel physical stores give better experiences
- 76% of Gen Z shoppers feel that physical stores are cooler than e-tail
- 85% of Gen Z shoppers find physical stores way cooler than e-tail

Who?

- Generation Z
- Omnichannel

Where?

- In-store
- On the go
- Online

Here

There

Everywhere

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

For more information, visit DellTechnologies.com/Edge

Digital transformation is the key to delivering the relevant customer experience. The large data volumes involved make this an inherently edge solution.

Dell Technologies retail Edge solutions securely combine data from many sources to enable you to deliver seamless insight-driven customer experiences.

TO PERSONAL RETAIL

- Personalization rewarded with loyalty
- Greater access to price and product information
- Understanding customer demographics is key
- Influenced by mass advertising and promotion

FROM MASS RETAIL

- Purchase decisions based on price and product
- TO MILLENNIALS? THINK AGAIN.
- TO GEN Z?

Nobody is the same and every experience is different. There is no one-size-fits-all answer to customer needs in an omnichannel world.

Based on data and insights, Dell Technologies creates solutions for every customer data needs.

Pre-tested, proven and trusted in the retail and consumer goods industries.

Solutions scale to every customer data need.

Build for every retailer

Dell Technologies Edge solutions are designed for speed and to enable you to deliver new capabilities quickly and cost effectively. They help you respond to changing customer demands.

The new vision for retail

- Shorten the time to insight
- Enable real-time decisions
- Improve organizational speed, agility, and effectiveness
- Deliver new capabilities quickly and cost effectively

If you have questions about the technical aspects of our solutions, contact your Dell Technologies sales representative.