Transformation

Prepare for the next generation of retailing

Hewlett Packard Enterprise

As retailers become more customer-centric, they need to transform their systems, infrastructures, and applications to take advantage of technical innovations to increase speed, productivity, and agility with the New Style of Business.

A strategy that makes sense for retail
- Ensure competitiveness by adopting key technologies

- Optimize legacy IT while transitioning to the New Style of Business

- Enhance systems of engagement

Technologies driving transformation

Rather than approaching change as a series of one-time technology fixes, effective transformation redefines goals, realigns business processes, and establishes new success metrics that are focused on the lifetime value of the customer. These technologies are wide-ranging and require a holistic approach to developing an implementation strategy.

- **Big Data**—The overall goal of transformation is to deliver customer-centric shopping experiences that feel like they were tailored to each customer's unique profile, buying behavior, interests, and even location. Despite the large volumes of data that retailers already possess, most only have anecdotal understandings of purchase drivers. Big Data analysis is the key to developing actionable customer insights for omnichannel engagement.

- **Mobility**—Smartphones and tablets have effectively become the center of the consumer shopping experience. They're used to select, evaluate, buy, and review merchandise. That's why retailers are looking to mobility to help transform their businesses. This includes related technologies and capabilities: digital wallets, augmented reality, mobile coupons, mobile shopping, mobile payments, and mobile point of sale (POS). Responsive design, mobile site optimization, tablet redesign, location-based services, and compelling user experiences are critical enablers.

- **Social media**—Retailers need to take into account all of the ways in which consumers want to interact with them and increasingly that means social media. The rise of social networks provides an opportunity to monitor what's being said about your brand and who is influencing the buying decision. Leading retailers see the potential of social as a critical touch point with their customers.

- **Cloud**—Cloud computing delivers capabilities to help achieve several important retailer objectives. It helps free up in-house IT staff and deploy applications efficiently. It can scale-up processing capacity quickly, and only requires that you pay for what you use. Further, cloud-based Software-as-a-Service (SaaS) solutions enable dynamic pricing for retailers and support POS solutions delivered through the cloud.

- **Security**—Today's consumers expect a seamless retail experience across all available shopping channels—online, in-store, and mobile. This expectation puts organizations under pressure to take payments beyond standard terminals, to tablets, smartphones, kiosks, and self-service terminals. That makes it difficult to comply with Payment Card Industry (PCI) security requirements. At the same time, fraudsters are expanding their strategy beyond payment-specific tactics to include account takeover, which is now a significant portion of e-commerce fraud.

- **Commerce**—Retailers need a single, unified transaction engine that can serve each part of the omnichannel. Operating different transaction platforms online, for a mobile device or in the store, makes it difficult for retailers to get a single view of the customer buying process or provide a consistent, seamless shopping experience. But a unified transaction engine enables retailers to fulfill customer orders—independent of channel, while providing an integrated view of the supply chain to serve them better.

- **Product lifecycle management**—The role of product lifecycle management (PLM) in retail has expanded. Today, it includes the design, development, and acquisition of products, and also the management of product data for the supply chain and regulatory compliance. Effectively managing a product's lifecycle from concept to retirement has taken on enormous

importance as retailers have expanded into international markets, grown private-label offerings, and are trying to respond to rapidly shifting customer wants and needs. Leveraging PLM capabilities provides a critical tool to improve consumers' satisfaction and loyalty.

• **Supply chain management**—The supply chain is no longer thought of as a cost center, rather as a critical factor in achieving retail business strategy. That's why leading retailers are redesigning and adapting their supply chains to the new omnichannel environment. They're working to significantly reduce overall production costs by honing in on and cutting development, manufacturing, and logistical costs. And they're reducing the amount of time it takes a company to move from concept development to in-store placement.

• **Solutions and expertise for transformation**—To increase competitiveness by adopting and/or transforming key technologies like Big Data and analytics, mobility, cloud, security, digital marketing, unified commerce, supply chain, and product lifecycle management, turn to Hewlett Packard Enterprise (HPE). With our IT-enabled transformation, your organization can move to the next level, using technology to optimize every aspect of the enterprise.

• **Applications solutions**—Applications are the leading edge of customer engagement. With HPE solutions, you get help delivering them seamlessly, securely, and without disruption, from application development and lifecycle management to modernization and transformation to the cloud.

• **Big Data and analytics solutions**—Analyzing all key data is critical for understanding customer behavior and transforming the omnichannel retail environment to serve them better. With Hewlett Packard Enterprise Big Data solutions, you can manage, secure, govern, and leverage information seamlessly and simply across your organization. Further, our Big Data analysis capabilities let you address structured and unstructured data, including social media communications.

• **Corporate administration solutions**—Efficiency of retail operations is the bedrock of competitiveness. Let us help you perform key administrative functions more cost-effectively and responsively. Business process management empowers your employees to take full advantage of all data sources to optimize business outcomes. We also can inventory and look for inefficiencies in your current IT systems and recommend upgrades over their lifecycle. Our industry-leading tools and processes for financial management give you reliable metrics to help control costs and free-up resources. We also can provide human resources tools to help increase productivity, accelerate performance, and lower costs.

• **Cloud solutions**—With an expansive portfolio of private, public, and hybrid cloud solutions, only HPE Helion brings market-leading hardware, software, and services together for the retail industry. Get all the benefits and agility of cloud computing, possibilities and interoperability of open source, and security and reliability your organization needs to move forward with confidence.

• **Infrastructure solutions**—No other vendor has invested in the full breadth of critical retail infrastructure like Hewlett Packard Enterprise. From mobile devices to back office data centers, we offer the most advanced and cost-effective solutions, and provide the full range of computing devices—tablets, monitors, and workstations—and data centers, servers, and communications. And our printing technology lets you access and print projects from wherever work takes you.

• **Marketing and customer support solutions**—Understanding your customer and then quickly developing compelling offers are critical in today's retailing. Hewlett Packard Enterprise solutions help you analyze your customers, manage your relationship with them successfully, and give them what they want and beyond what they can even imagine. With our e-commerce solutions, you get a secure and growing sales channel. Product lifecycle management helps ensure you can provide customers with what they want in the most cost-efficient manner. And marketing optimization solutions help you serve them effectively across the omnichannel.

> "HPE's expertise, innovation, and global reach has allowed Tops to think bigger and better than we could have ever done on our own. Our relationship with HPE helped us significantly grow our business in the shortest amount of time possible."
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> —Frank Curci, President and CEO, Tops Friendly Markets

- **Mobility solutions**—Take full advantage of the extraordinary growth of mobile technology to provide secure, tested, and high-performing applications to customers and employees. Work with us to envision, plan, architect, design, build, integrate, and test mobile applications for your enterprise faster and more efficiently than ever before. HPE mobile consulting and applications can deliver compelling customer user experiences and unlock employee productivity. Our mobile devices are ideally suited for the retail environment and we also enable machine-to-machine communications for efficient store operations. HPE mobility solutions are secure, enabling mobile payments and backed by the flexibility and cost-effective scalability of cloud.

- **Security solutions**—The security of company data and, in particular, customer financial data is essential to protecting your company's brand in the market and avoiding major losses from fraud and data breaches. Using our integrated set of technologies and services, you can give your enterprise confidence in your ability to manage security, risk, and IT delivery.

- **Supply chain management solutions**—You're only as good as your supply chain. Any outlet of the retail omnichannel is just the culmination of how well you manage your suppliers. With Hewlett Packard Enterprise, you get comprehensive solutions that integrate resource systems and drive efficiency in procurement. Our services cover all aspects of the source-to-pay process, including spend analytics, strategic sourcing, category management, procurement operations, and supplier invoice processing. Use our supply chain management analytics and solutions to help release the value in your enterprise's data to enable better business decisions faster, reduce cost, mitigate risk, and increase visibility across your entire value chain.

A partner in your journey

Consumer expectations are rapidly changing, and to remain relevant, retailers need to change too. Leverage our more than four decades of retail industry experience to reinvent yourself with the New Style of Business and tackle your most pressing business issues. If you're ready to take retailing to the next level, work with Hewlett Packard Enterprise to get there—and thrive.

Learn more at
hp.com/go/retail

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