# Solution Brief

Retail Industry

The digital economy is remaking how global enterprises create and deliver customer value. For all industries, this forces IT to re-architect towards a decentralized infrastructure, enabling global distributed workflows at centers of data exchange to remove data gravity and scale digital business.

Retail companies are poised to profit from digital transformation...

...with a targeted, consistent omnichannel presence...

...and must leverage a decentralized IT infrastructure to overcome data gravity barriers and optimize the secure exchange of data to own the customer experience.

INSIGHTS

80%
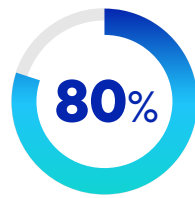
80% of brands

say their success will soon be mostly or entirely dependent on customer experiences (CX) .

Source: Key Findings from the Gartner Customer Experience Survey, March 2018

66% OF RETAILERS

rate digital transformation as "crucial" and **46%** reported being "well on their way" to digital transformation.

Source: IT Pro Portal, 2019

Brands with the strongest omnichannel customer engagement retain 89% of their customers, in comparison to 33% of brands with a weaker omnichannel strategy

Source: Aberdeen Group, 2019

76% OF ELITE PERFORMERS

have **RIGOROUS COMPLIANCE AND SECURITY** measures to monitor and protect consumer data vs. 46% of under-performers

Source: Consumer Experience in the Retail Renaissance, Deloitte Digital and Salesforce, March 2018

CHALLENGES

- For retail companies, digital transformation includes not only optimizing logistics to transfer physical goods at peak efficiency, but also must include harnessing the power of data to drive hyper-targeted, yet scalable customer experiences across channels.

- The explosion of data is an old trend, but a new understanding of how to overcome the inevitable barriers of data gravity is critical. Retail companies must consider harnessing the value of real-time accessible data in order to enhance the personalization and customization of offerings to increase customer loyalty and satisfaction.

- Customer experience in consumer retail requires a frictionless, always-on and consistent user experience at every stage and channel in the buying cycle.

- Legacy IT infrastructure fails to support digital initiatives that demand agility, scale and availability to enable optimal and secure data exchange. These vulnerabilities can become a business inhibitor and pose serious risk to retailers.

SUMMARY

With digital transformation as a key driver for profitability, retailers must outpace the competition through network architecture designed to harness the power of data exchange to ensure data created from each channel and device are stored, analyzed and operationalized to deliver hyper-targeted frictionless customer experiences.

HOW PlatformDIGITAL™ SCALES DIGITAL BUSINESS

PlatformDIGITAL™ provides a global data center platform to host critical infrastructure and interconnect digital ecosystems, providing a trusted foundation to scale your digital business.

SUMMARY

In order to execute digital transformation initiatives and deliver omnichannel customer experiences, retail companies must transform legacy systems with a robust strategic IT infrastructure that reduces vulnerability points and decentralizes in order to accommodate distributed workflows and overcome barriers to data gravity. PlatformDIGITAL™ is a solution that enables IT infrastructure deployments, to match business needs, irrespective of data center size, scale, location, configuration or ecosystem interconnections.

PERVASIVE DATACENTER ARCHITECTURE (PDX)

The foundation to scale digital business in retail services.

PLAN ZONES
Plan distributed workflows at business points of presence requiring centers of data exchange

IDENTIFY PARTICIPANTS
Identify the users, applications, data and things that will participate in distributed workflows

DEPLOY FOOTPRINTS
Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows

MAP WORKLOADS
Map workload types with Performance Attributes required to support participants in distributed workflows

A Pervasive Datacenter Architecture results in a decentralized IT architecture, enabling distributed workflows at centers of data exchange implemented on PlatformDIGITAL™

1- NETWORK HUB to
Rewire the Network

2- CONTROL HUB to
Implement Hybrid IT Controls

3- DATA HUB to
Optimize Data Exchange

4- SX FABRIC to
Interconnect Global Workflows

Learn more about PlatformDIGITAL™ at www.digitalrealty.com/platform-digital