PERVASIVE DATACENTER ARCHITECTURE (PDx™)

OPTIMIZING RETAIL DATA EXCHANGE SOLUTION BRIEF

Data-driven digital transformation

Digital Realty®
Optimizing Retail Data Exchange

Over our 15+ year history, we have assembled the largest global platform of multi-tenant datacenter capacity⁴, while operating the second largest carrier neutral interconnection platform in the world.²

We are privileged to serve more than 4000 customers across 23 industries, representing some of the largest and most innovative companies globally.¹

These customers continue to solve the most complex infrastructure, connectivity and workflow use cases across technologies like network peering, hyperscale, low-latency, HPC/Big Data and artificial intelligence. We witnessed a growing trend among the multi-national customers, each deploying and connecting large private data infrastructure footprints across multiple global sites. This drove us to understand more.

We conducted research, built a global database and cracked the code on how to measure, quantify and forecast the growing intensity of the enterprise data creation lifecycle and its gravitational impact on IT infrastructure. We published our findings as the Data Gravity Index™, an annual report to facilitate industry dialogue and assist both our Enterprise and Service Provider customers as they shift their infrastructure strategies to address challenges presented by data gravity.⁴

Today, we are taking the next step, by publishing our “Pervasive Datacenter Architecture (PDx™) Solution Brief – Optimizing Retail Data Exchange” – a solution strategy for Retail companies to address both industry specific business challenges and overcome data gravity barriers.

The solution brief provides retail business and technology leaders a codified strategy and solution approach to implement data driven digital transformation, obtain competitive advantage and unlock new growth opportunities.
## INDUSTRY CHALLENGES

### Growth & Competition
- Margin pressures continue
- Enabling omni-channel logistics
- Competing for consumer wallet-share

### Complexity & Cyber Risk
- Changing consumer preferences
- Managing supply chain disruptions
- Unrelenting cyber threats

### Regulations & Compliance
- Regulatory deluge continues
- Shift to data-centric regulations
- Consumer data flow & value capture

## DATA-DRIVEN BUSINESS STRATEGIES

### DATA INFRASTRUCTURE BARRIERS

### HOW OPTIMIZING DATA EXCHANGE STRATEGY HELPS

### Strategy Model – Optimizing Retail Data Exchange

<table>
<thead>
<tr>
<th>INDUSTRY CHALLENGES</th>
<th>DATA-DRIVEN BUSINESS STRATEGIES</th>
<th>DATA INFRASTRUCTURE BARRIERS</th>
<th>HOW OPTIMIZING DATA EXCHANGE STRATEGY HELPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth &amp; Competition</td>
<td>Complexity &amp; Cyber Risk</td>
<td>Regulations &amp; Compliance</td>
<td>Innovation</td>
</tr>
<tr>
<td>Margin pressures continue</td>
<td>Changing consumer preferences</td>
<td>Regulatory deluge continues</td>
<td>Near same-day delivery customer expectations</td>
</tr>
<tr>
<td>Enabling omni-channel logistics</td>
<td>Managing supply chain disruptions</td>
<td>Shift to data-centric regulations</td>
<td>Creating dynamic omni-channel experiences</td>
</tr>
<tr>
<td>Competing for consumer wallet-share</td>
<td>Unrelenting cyber threats</td>
<td>Consumer data flow &amp; value capture</td>
<td>Enabling real-time intelligence at POS</td>
</tr>
</tbody>
</table>

### Pervasive Datacenter Architecture (PDx™) Solution Brief

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The digital economy is remaking retail organizations, transforming how they create and deliver value.

To succeed, retail firms require a business platform that operates ubiquitously, and on-demand, augmented by real-time intelligence to best serve customers, partners and employees via digitally-enabled interactions across all channels, business functions and points of business presence.

To enable this business platform requires a data-centric infrastructure architecture designed to:

• Defy data gravity;
• Secure data near the customer;
• Enforce data compliance; and is
• Engineered for artificial intelligence (AI)

When implemented on PlatformDIGITAL®, retail companies can realize their target state architecture, optimize data exchange and achieve unique value including:

• REDUCE RISK – with secure data exchange
• LOWER COSTS – reduction of bandwidth and duplicated infrastructure
• GROW REVENUE – through unbounded data analytic performance
Global Data Gravity Intensity Forecast: Retail

2024 Forecasted Data Gravity Intensity

- Very High: > 10 gigabytes/second
- High: 1 - 10 gigabytes/second
- Moderate*: 1 megabyte - 1 gigabyte/second

*Moderate is limited to the top 10 of this category for readability

Fig. 26. Data Gravity Index™, Dec. 2020

Learn More
datagravityindex.com
About Digital Realty

Digital Realty supports the world’s leading enterprises and service providers by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company’s global data center platform, provides customers a trusted foundation and proven Pervasive Datacenter Architecture (PDx™) solution methodology for scaling digital business and efficiently managing data gravity challenges. Digital Realty’s global data center footprint gives customers access to the connected communities that matter to them with 280+ facilities in 50 metros across 26 countries on 6 continents. To learn more about Digital Realty, please visit digitalrealty.com or follow us on LinkedIn and Twitter.

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