

CLIENT VIRTUALIZATION SOLUTIONS FOR RETAIL DELIVER BETTER SECURITY, ENHANCED CUSTOMER INTERACTIONS AND REDUCED COST

Improve customer interactions and protect information with solutions from Dell, VMware and Intel®

RETAIL SOLUTIONS

The retail industry is changing faster than ever before. Shoppers are coming to stores more informed, new online competitors continue to increase buying options and consumers are expecting personalized experiences across all shopping channels. At the same time significant data breaches are on the rise. These trends require the industry to quickly adjust existing models, approaches, and processes to satisfy the needs of future customers in order to be profitable. With Dell, VMware and Intel® as your technology partners, you can serve your customers better and stay ahead of the competition.

PROTECT YOUR MOST VALUABLE ASSET: YOUR CUSTOMER

More retailers are now moving to client virtualization to improve security and PCI compliance, to reduce the risk of customer data loss or theft by centralizing customer data in the datacenter, and access applications with single sign-on through virus-resistant Wyse thin clients. With end-to-end client virtualization solutions with VMware Horizon on Dell 13G PowerEdge servers, powered by Intel® Xeon® processors, securing your environment has never been easier.

REDUCE STORE OPERATIONS COST

Our client virtualization solutions enable you to reduce the retail store IT footprint by consolidating application delivery infrastructure in the datacenter. This provides simplified management, reduced hardware and support costs, while conserving floor space, securing point of sale, and streamlining your back office. Now you can focus on driving sales versus managing infrastructure across your store operations.

ENHANCE CUSTOMER ENGAGEMENT, INCREASE REVENUE

Deploy VMware Horizon, Dell 13G PowerEdge servers powered by Intel® Xeon® processors and Wyse thin clients to offer sales associates fast, secure access to merchandise information and customer data, while allowing associates to spend more time interacting with customers.

Point of Service: Retail-hardened thin and zero clients, and a wide range peripherals with the certified, secure and complete client virtualization solution.

Mobile Salesforce: Mobilizing your sales force, in stores, with suppliers or at customer sites, and provide accurate real-time information on any device, anytime, and most importantly, securely. You are able to empower them to be revenue drivers.

STRENGTHEN AND SECURE POINT OF SALE

Your business depends on reliable Point of Sale (POS) systems that help serve your customers more efficiently. Our retail solutions enable you to virtualize and centralize POS applications and management for improved security and audit, along with compact, secure Wyse thin client that are designed to operate in demanding store environments. Additionally, Dell offers you the flexibility to choose industry-leading peripherals that can leverage open standards.

KEY BENEFITS

Simplified, Rapid Deployment of Desktop Pools with cloud-like economics and elasticity of scale. Deliver pristine, non-persistent desktops that retain user persona and customization between sessions.

Intelligent, Contextual Policy enabling IT to improve client virtualization security posture with fine grained control of virtual desktop client side features like USB access, printing, clipboard and client-drives.

Radically Faster Application Delivery and lifecycle management with unified application and user management. Simplify desktop image management, reduce storage footprint, and drive down IT costs by up to 70%

Real-time User Personalization/Roaming creates the experience of a dedicated, persistent desktop, using a one-to-many non-persistent infrastructure, helping save money on the infrastructure needed to run an environment, while

Integrated Identity Management and mobile device security through multifactor authentication and Single Sign-On (SSO) that enables end users to securely access data and applications from any device and at any time, while helping ensure pervasive security from datacenter to desktop.

WYSE THIN AND ZERO CLIENT HIGHLIGHTS

Lower capital costs: Save money and expensive recertification costs with an 8-year endpoint refresh lifecycle, featuring components designed to require few changes over time.

Lower operational costs: Built to withstand the rigors of demanding retail environments, Dell thin and zero clients suffer less downtime and require less maintenance than solutions based on standard desktop computers.

Flexibility to choose: With the support of open standards, Dell allows you to choose from a wide range of peripherals.

Secure by design: Virus and malware resistant with an un-published API and zero attack surface. Supports a robust 802.1x wired and wireless authentication spectrum of security protocols: from all EAP connection types to robust LAN based authentication including EAP-TLS.

Flexible by function: Supports a wide range of peripherals such as bar code scanners, receipt printers, monitors, and displays.

Fast: Quick boot-up and secure desktops based on a variety of authentication methods, including rapid app access with single sign-on and 2-factor authentication.

Easy to manage: Covers the everyday basics so you don't have to. IT can get out of the desktop hardware maintenance business.

Best user experiences: VMware Horizon accessed over PCoIP or Blast Extreme protocols enables enhanced end user performance and streamlined customer experiences.

TRUE END-TO-END CLIENT VIRTUALIZATION

Simplified solutions

With the preconfigured, validated and certified appliance approach, the complexity of client virtualization is reduced. Intel® Xeon® processor powered 13G PowerEdge servers, along with VMware Horizon, incorporate the management tools, predictable sizing and performance organizations require. Client virtualization allows you to control your customer, inventory and sales data safely in the latest information since all the updates will be centralized and protected. You will have the confidence knowing that your staff, your customers, your inventory and your revenues are all protected and your business can continue to grow.

Intel Inside®. Powerful Solution Outside.

Contact your Dell representative or visit <http://www.dell.com/wyse> to discover how Dell can help you get more from your Cloud Client-Computing solution.