

RETAIL TECHNOLOGY ASSESSMENT

Helping retail organizations align their technology and business objectives

ESSENTIALS

Strategies for success

- Virtualization
- Data
- Communication
- Security
- Digital Commerce

Delivering value to the business

- Improved service levels
- Lower CapEx and OpEx
- Increased profitability
- Reduced risk

BUSINESS CHALLENGE

With trillions of dollars in sales each year, the retail industry is one of the largest industries and employers in the U.S. In the past decade, retail has become a 24x7 business, as e-Commerce has emerged and is growing quickly to change the landscape of the industry.

For years, retailers have tried to address business challenges by layering new technologies and applications on top of existing ones. To address both new and traditional challenges, retailers today need to take a different, more holistic approach—one that will help them align technology and business objectives and deliver the greatest value back to the business as quickly and effectively as possible.

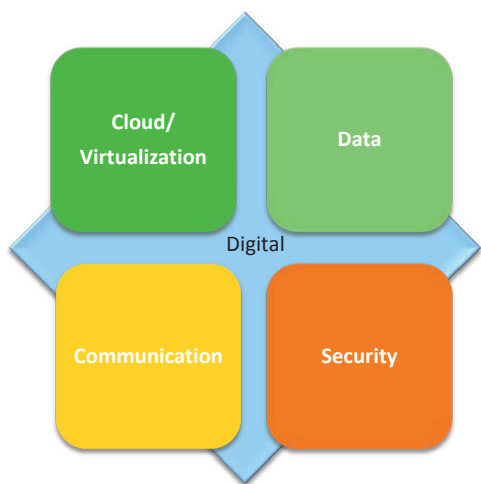
SERVICE DESCRIPTION

The EMC® Consulting Retail Technology Assessment looks across the entire IT infrastructure to assess current state, and then establishes the most efficient and cost-effective ways to achieve the desired end state.

EMC Consulting provides a cross-functional team of technology experts to review your entire technology landscape including:

- **Virtualization**—Assessing how infrastructure virtualization can help you achieve capital and operational cost savings; creating a structure and plan for virtualizing your environment.
- **Data**—Managing and analyzing increasing amounts of retail data to provide better insights more quickly and at a lower cost.
- **Communication**—Providing more effective ways to communicate throughout the entire organization—including stores, partners, and vendors.
- **Security**—Developing key governance and security strategies to reduce business risks and improve cost efficiencies by optimizing fraud models.
- **Digital Commerce**—Reviewing current digital implementations across lines of business and platforms; looking at key performance indicators to make digital channels more effective and relevant in their interactions with customers; and identifying overall business process improvements to achieve a more focused digital business model.

The Retail Technology Assessment begins with a two-day review conducted by skilled EMC consultants working with your team to analyze the current state of the technology infrastructure, compare it to the desired end state, and perform a gap analysis. Additionally, our experts will help you understand how IT processes and procedures can be better managed and maintained to achieve your goals over time.



After completing the onsite interviews and data gathering, the EMC team will develop a series of recommendations across all areas. Some of these, your IT staff will be able to implement immediately, while others might require additional planning and resources to complete.

We specialize in providing expert strategic and tactical counsel to our customers in the retail industry, helping them take retail solutions from initial concept through to execution. Our approach is to first address the business issue, and then determine which technologies can best be leveraged to meet the need and deliver the highest value to the business at the lowest cost.

SERVICE VALUE

EMC Consulting is a leader in the retail sector. Our consultants have the expertise and experience to refine and translate your company's strategic vision into an actionable plan that brings the benefits of better connections to customers, increased online and in-store sales, and reduced costs and risks.

THE ADVANTAGES OF AN EXPERIENCED TEAM

Benefit from EMC Consulting's broad knowledge and proficiency:

- Thousands of consulting engagements delivered to Global Fortune 1000 companies
- A proven track record of successful customer engagements in the retail industry
- Over 2,000 consultants worldwide supporting your business, infrastructure, and applications needs, supplemented by ~12,000 EMC Global Services professionals

EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

For more information, contact your local EMC Consulting representative or visit EMC.com/consulting.

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