



Expand Enterprise Retail Capability With Modern, Efficient Infrastructure

Bring retail operations up to speed with Dell EMC Unity XT purpose-built to optimize data and power applications.

With Digital Adoption Comes IT Friction

Retailers are transforming the way they deliver goods and services to their customers. They're embracing digital technology to connect in real time and provide omnichannel experiences across online and physical operations. Now, in-store analytics, mobile apps, social commerce, virtual shopping, bot-based support, and IoT take their toll on legacy IT.

Thirty-six percent of retailers are currently implementing a digital transformation strategy.¹ Yet, the underlying infrastructure that supports digital technologies can be a deal-breaker to digital success. Outdated infrastructure capacity can create latency, silos, and downtime that put digital investments at risk.

Key to retail modernization is the ability to capture data and insights across touchpoints and locations so that retailers can align products and services with demand. Yet, legacy storage traps data within silos and struggles to power initiatives like multicloud and IoT. Today's retailers need modern storage that can support:



Connected Experiences

More retail data is being created across real-time order systems connected to inventory management, warehouse management, ERP, CRM, logistics, and other applications. The digital supply chain is hungry for data analytics to drive CX. A modern storage infrastructure that includes accelerated flash storage is critical to this capability.



Futureproofed Capacity

Retail innovation is nonstop, so storage infrastructure needs to adapt as new technologies are adopted, and when seasonal changes increase demand. Flash storage delivers the high-speed, high-density, resilient capacity to support modern applications, while NVMe-ready architecture makes it easy to move forward with future investments.



Cloud-Based Operations

Operational resiliency includes the use of cloud-based tools for workflows and backup and recovery. With clouds, data and applications can be accessed and shared from any location, with less impact on the data center. Hybrid storage that supports multicloud infrastructure can help retailers infuse agility and efficiency into their operations.



Money-Saving Efficiency

Every inch of retail space needs to be monetized, so hardware sprawl quickly becomes a cost center rather than a revenue generator. Storage virtualization can reduce data center hardware and ease the scalability of storage and infrastructure. Storage appliances that integrate with VMware can ease storage virtualization tasks for IT staff.

500

400

300

**As many as 61% of retailers plan to increase spending
on digital investments in the next 12 months.¹**

Dell EMC Unity XT for Retail Storage Without Compromise

Denali Advanced Integration deploys Dell EMC Unity XT unified storage built to support modern retail demand. It simplifies retail digital transformation with all-flash, hybrid, and software-defined arrays integrated with enterprise-class data services.

Dell EMC Unity is performance-optimized for efficiency and built to support distributed retail environments. It keeps retail operations humming with all-inclusive data protection services, including snapshots, replication, thin clones, dynamic pools, and data-at-rest drive encryption.

All-Flash, Hybrid, and Software-Defined Storage

Dell EMC Unity XT products offer a storage solution for every retail need.

Advanced Multicloud

Get storage performance and cost efficiency with the Dell EMC Unity hybrid flash storage platform purpose-built to power clouds.

Accelerated Operations

Boost storage efficiency with Dell EMC Unity XT all-flash unified storage that delivers up to 2X more performance and 3:1 data reduction.²

Operational Efficiency

Reduce costs and scale capacity with Dell EMC Unity XT software-defined storage that integrates with VMware to replicate data to and from Dell EMC Unity XT platforms.

Dell EMC Unity XT Features-at-a-Glance⁴

- Integrated block, file, and VMware architecture
- 2X more IOPS
- 128% more cores
- Scalable up to 48 PBe
- 75% less latency
- Five nines of availability



78%

Of U.S. retailers use Dell EMC servers³

80%

Of U.S. retailers trust Dell EMC's storage infrastructure³

Get More From Dell EMC Unity XT With Denali White-Glove Service

Denali eases storage migration with our white-glove service that includes integration, staging, and deployment services. We bring our extensive infrastructure expertise to ensure you have the right Dell EMC Unity approach to satisfy your needs. We install, configure, integrate, and deploy your technology to ensure it works with your legacy systems and existing infrastructure. Rely on us for:

- Deployment and integration
- Guidance and experience
- Successful implementation
- Customized solutions

About Denali

Denali Advanced Integration, a Dell Technologies Titanium Partner, delivers exceptional technology solutions and services powered by strategic experts and industry-leading partners to help guide our clients through the most complex IT challenges. Since 1992, Denali has been among the most trusted and prominent technology providers in North America.

Call 425.885.4000 to learn more about Denali Storage Health Check Assessments.

Denali Advanced Integration
17735 N.E. 65th St., Suite 130
Redmond, WA 98052
425.885.4000 | www.denaliai.com



© 2021 Dell Inc. or its subsidiaries. All rights reserved. Dell, EMC, and other trademarks are trademarks of Dell Inc. or its subsidiaries. Other trademarks may be trademarks of their respective owners. Published in the USA. Dell EMC believes the information in this document is accurate as of its publication date. The information is subject to change without notice.

© 2021 Denali Advanced Integration. All rights reserved.

¹ BDO, 2021 Retail Transformation Survey, 2021.

² Dell EMC Data Sheet, Unity All-Flash Storage Arrays, 2021.

³ Dell Technologies Web Page, Retail, accessed Sept. 2021.

⁴ Dell Technologies, Dell EMC Unity XT Infographic, 2021.