



**EMC Information
Solutions for the
Retail Industry**

Delivering information where
you need it so you can survive—
even thrive—in today's economy

The retail environment has never been more challenging

Economic uncertainty. Multiple sales channels. Unpredictable customers. New technologies. Increased regulation. Global competition.

The challenges facing retailers today have never been more formidable. Consumers have less disposable income. Financial markets are tighter. And already-slim profit margins are being squeezed further. Couple these with increased regulatory and compliance requirements, new sources of competition, and well-informed consumers willing to shop—and swap recommendations—on a global scale, it's little wonder that retailers are concerned about their futures.

To survive—and even thrive—in such an environment, the most successful retailers are leveraging their business information to sustain and grow their businesses, in spite of a difficult economy. Knowing customers' needs better and analyzing their buying patterns and preferences have never been more important. And simultaneously streamlining operations to gain efficiency can add directly to the bottom line. To accomplish this, successful retailers unlock the real value of their business information. They do this by investing in and deploying information infrastructures to meet their most significant business imperatives.

Today's top retail industry imperatives

- **Preventing loss:** estimates put the inventory “shrinkage” tab at \$100 billion annually. Every avoided loss goes directly to the bottom line.
- **Complying with regulations:** PCI, Sarbanes-Oxley, Country of Origin Labeling (COOL), HIPAA, and more—all adding to business complexity.
- **Creating unique customer experiences:** getting closer to your customers and creating memorable experiences for them, generating repeat purchases.
- **Expanding e-commerce channels:** today's consumers want more than just “brick and mortar” shops, and statistics prove the more channels available, the higher the profit per customer.
- **Operating more efficiently:** efficient supply chain management, workforce management, and IT service levels are all vital to bottom-line growth.

What is needed are IT solutions that efficiently and cost-effectively address today's retailing challenges, that deliver information to the right people at the right time, and that enable your business to run more smoothly and efficiently. EMC, the leader in information infrastructure technology, can help you address all of these retail business imperatives.

Imperative 1

Prevent loss

- Shoplifting
- Employee theft
- Inventory recording errors
- Organized retail crime

Imperative 2

Comply with Regulations

- Payment Card Industry (PCI)
- Sarbanes-Oxley (SOX)
- Country of Origin Labeling (COOL)

Imperative 3

Create unique customer experiences

- Loyalty programs
- Consistent experience across channels
- 1x1 marketing
- User-friendly technology at point of sale

Imperative 4

Expand e-commerce channel

- New revenue platform
- Online fraud
- Augment in-store shopping channel
- Comparison shopping

Imperative 5

Operate more efficiently

- IT service level agreements
- Workforce management
- Supply chain management (no stock-outs)



Imperative 1

Preventing loss

“Loss-prevention spending across all retail segments and revenue levels is increasingly focused on recapturing margin and improving profitability. Those retailers who effectively act on insight from digital video content and real-time loss analytics will stand out as well-performing industry leaders.”

Scott Langdoc
VP of Research for
IDC Global Retail Insights
July 27, 2008

Inventory gets stolen from retail stores, misplaced, incorrectly tagged, or lost en route to its final destination. By some estimates, and depending on the specific retail segment, this loss can amount to between one percent and five percent of total inventory—every year—and globally total to \$100 billion.

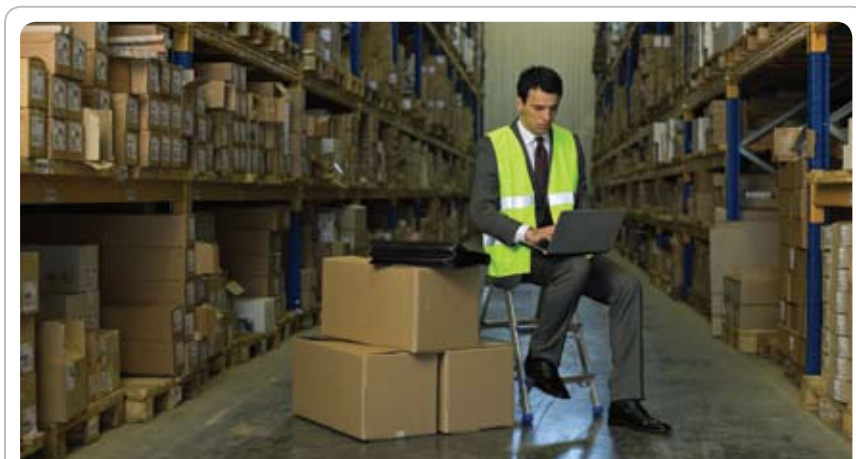
Retailers are responding by sharpening their focus on physical security and surveillance systems. However, comprehensive solutions can be hampered by proprietary software, closed hardware platforms, lack of manageable archiving capabilities, data retrieval wait times, lost data, content authenticity, and information management limitations. And high costs of expanding and integrating legacy analog physical security systems and technologies exacerbates the challenge.

There is an answer. The EMC® Physical Security Solution for Retail improves the management of video surveillance data from capture through monitoring, analyzing, protecting, securing, archiving, and evidence authentication with various IP-based software solutions. EMC and our partners provide options ranging from fully integrated turnkey implementations to storage-only data consolidation and protection to simplify building upon your legacy systems. Open architectures provide cost-effective scalability and integration with a wide range of physical security and surveillance systems.

Trained professionals from EMC Global Services can design, build, implement, and support the solution to meet your specific business, security, and video surveillance needs. EMC's experience and expertise ensure smooth integration with your existing security and surveillance infrastructure. Add to that the expertise of the world's foremost security professionals from RSA®, The Security Division of EMC, and you get the best available solution on the market today.

EMC offerings

- [EMC Physical Security Solution for Retail](#)
- [Information-centric Security](#)



Imperative 2

Complying with regulations

“After reviewing solutions from ten vendors, we selected RSA enVision because it excels in compliance reporting and because we had such an impressive proof-of-concept experience.”

Ryan Voloch
Data Security Analyst
Giant Eagle

From OSHA to PCI and the FDA, retailers must comply with a growing list of regulations to protect their consumers and themselves from harm and litigation.

Food service retailers, for example, must implement cleanliness programs to meet Occupational Safety and Hazard Association (OSHA) requirements. Grocers will be required by the U.S. Food and Drug Association (FDA) to label their meats with dates and country of origin per the COOL requirement. And credit card vendors will continue to mandate how retailers secure consumer information associated with sales transactions via the Payment Card Industry (PCI) Data Security Standard (DSS).

EMC is helping retailers around the world implement hardware, software, and services so they can demonstrate compliance with PCI. Whether you need an assessment of your current business practices, access control, PCI reporting, realtime intrusion detection, and/or fixed archiving, EMC and the security experts at RSA can build a solution for you.

And once you have the program in place for PCI, EMC you can help you extend your investment into other compliance activities with little to no additional cost.

EMC offerings

- [EMC PCI Compliance Solution for Retail](#)





Imperative 3

Creating unique customer experiences

“Start with the data. We recommend that retail IT professionals start by checking the quality of the retail foundation data before attempting more ambitious process overhauls.”

George Lawrie
Forrester Retail Practice

Retailers that are truly customer-focused achieve greater customer advocacy, loyalty, and market share. They act consistently and fairly so that, over time, they build trust and their customers come back again and again. They do this by mining information.

Today’s most revered retailers exhibit a deep understanding of the needs, shopping preferences, and expectations of their best customers across all channels, touch points, products, and services. They place a high priority on using customer insights to drive decisions in merchandising, pricing and promotions, customer service, and marketing and communications. Successful retailers consider both the emotive aspect of the shopping experience—how their customers feel about shopping with them—and how they want to interact with them. They also effectively prioritize investments based on criteria that define a successful shopping experience for their best customers.

EMC offers a number of solutions to help retailers store and mine customer data. Birthday rebates, coupons, cross-product promotions, are some examples. And EMC can help you digitize your paper-based frequent-shopper application and catalog them in a central repository, enabling you to further extend your one-to-one marketing programs.

EMC’s data mart and data warehousing infrastructure solutions are custom-built, using combinations of EMC’s tiered intelligent information infrastructure platforms. Even incorporating Flash drive technology for rapid query execution. The business value of faster analytics means you spot buying trends sooner. A fully protected EMC information infrastructure ensures that your customers can buy online, 24x7 or in the store at all times—without delay.

And with EMC’s Enterprise Marketing Solution, retailers can catalog their brand assets and marketing promotions into an enterprise content management system, ensuring consistency of message across a distributed supply chain. For example, headquarters can roll out consistent copy, photos, and logos to each region and store, so promotions are consistent and can also be regionalized, as needed, without degrading quality.

EMC offerings

- Customer Data Mart and Data Warehousing Infrastructure
- Information Management and Analytics
- Frequent-Shopper Application Processing
- Enterprise Marketing Solution





Imperative 4

Expanding e-commerce channels

“We need to be able to quickly bring in data and keep it available and accessible for all our mission-critical, customer-facing, financial, inventory, fulfillment and analytical applications. Our EMC information infrastructure allows us to accomplish this while improving storage utilization, performance, and reliability.”

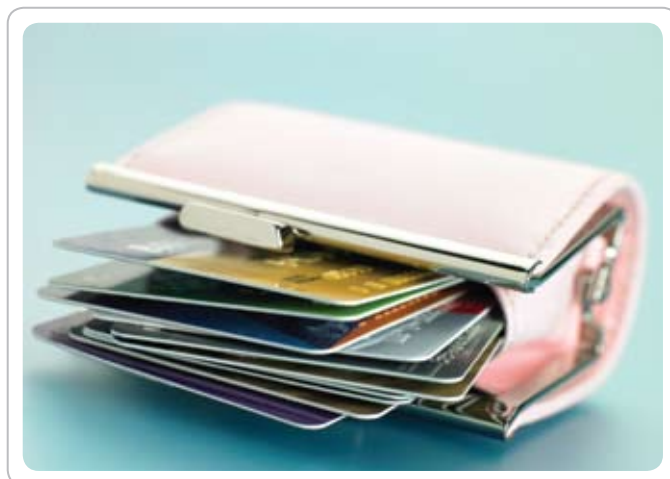
Steve Bozzo
CIO
1-800-FLOWERS.COM

It's never been a more important time to take stock in your retail e-commerce channel. Brick-and-mortar sales are in decline and online sales are predicted to rise in 2009, with the credit crunch driving consumers to the Web for the best deals. Whoever you are, your customers are using digital channels to browse, shop, share, and discuss your products and services.

EMC helps its retail clients to think more strategically, to develop relevant experiences, to try new things and test their effectiveness. We help them integrate their systems for a truly multi-channel offer. We take a close look at what consumers are up to when they're in your store—whether that's in the physical or digital world. We know how to get you closer.

EMC offerings

- E-Commerce Infrastructure
- Retail Business Consulting: Digital Media Design for e-Commerce



Imperative 5

Operating more efficiently

“EMC was far ahead of the competition in delivering a proven deduplication backup solution. We have been able to halve our backup window times and achieve a massive reduction in our data.”

Mark Jones
Technology Infrastructure Manager
Corporate Express

With razor-thin margins and stalled consumer spending, it is more important than ever to get a handle on your IT costs. EMC has several proven information solutions to help retailers operate more efficiently.

Retailers around the world are delaying or postponing server upgrades all together by virtualizing their workloads with VMware® solutions. They're consolidating data centers and deploying EMC's replication software to ensure business continuity and affordable disaster recovery.

Oracle, SAP, and Microsoft application environments are all supported by EMC. EMC's Global Solutions teams can assist with any phase of an application upgrade, migration, and/or end-of-life closeout—and help you protect your valuable retail business information at every step.

Policy-based, automated, heterogeneous resource management and intelligent data deduplication solutions help retailers gain tremendous, never-before-achieved efficiencies of scale across one, hundreds, or even thousands of stores. Operational activities can be initiated and monitored from the corporate data center, thereby eliminating the need for IT skills in each store.

EMC offerings

- Consolidation and Virtualization
- Affordable Disaster Recovery
- Remote Store Backup
- Data Center Connectivity, Migrations, and Consolidation
- Application Infrastructure for SAP, Oracle, and Microsoft
- Resource Management





The value of partners and EMC's industry expertise

You can be assured that EMC works with the world's leading retail experts in order to best meet your business imperatives. Accenture, Deloitte, Cap Gemini, and SAIC are among EMC's notable systems integrator and consulting partners. Verint and Ciena are part of the EMC Select program, meaning you can procure their offerings directly through EMC if that is your preference. And of course, EMC has worked with Oracle, SAP, and Microsoft for years to jointly serve our retail clients.

EMC Consulting

We take information problem-solving seriously. The experts in EMC's Retail Business Consulting Practice provide a rich portfolio of professional service offerings to help you present information in fresh and interactive online design formats, and operate more-efficient business processes. The result: distinctive, memorable customer experiences and higher value derived from your information infrastructure investments.

As part of EMC Corporation, the world's leading developer 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.

Where your imperatives meet our solutions

Whether your retail business is taking a phased approach to multi-channel commerce or transforming inventory management processes across the enterprise, we offer solutions to help provide the highest levels of performance, availability, security, and automation to meet consumers' needs. EMC information infrastructure solutions help you deliver information to where you need it so you can survive—even thrive—in today's economy and be well prepared for tomorrow's.

No one else takes such a broad approach to address all of your business imperatives—only EMC.



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Take the next step

Let us explain how we can help you reduce loss. Cleanse and mine your customer information to deliver unique loyalty-building customer experiences. Expand your multi-channel commerce. Take complexity and paper-based processes out of your operations. And lower your overall IT costs while achieving regulatory compliance and protecting the privacy of your customers' information. To learn more, contact your local EMC representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at www.EMC.com/retail.