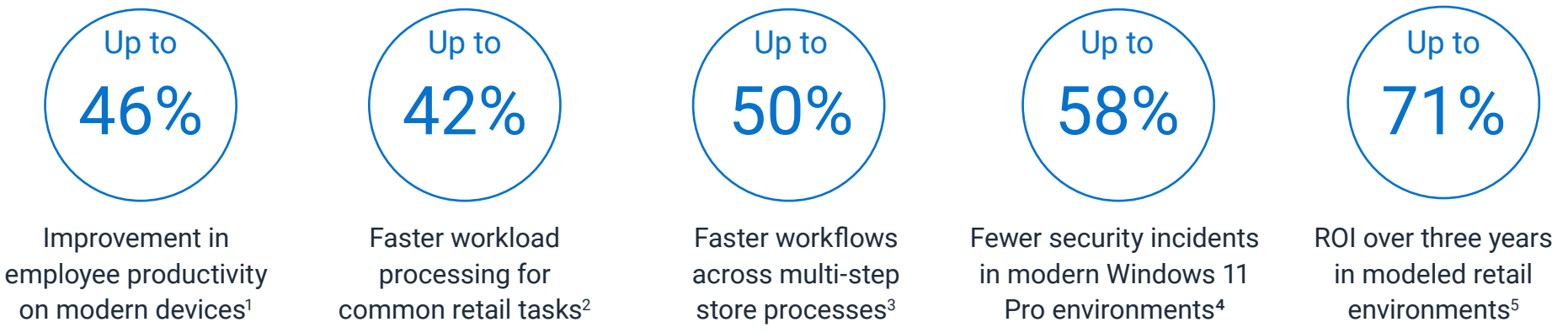


How integrated IT and AI help growing retailers

Improving speed, consistency and security across store operations without increasing IT burden

Small and midsize retail organizations face rising customer expectations, tighter margins and growing complexity across stores, channels and devices. Modernization efforts must deliver measurable returns while remaining practical for lean teams.

Potential outcomes when modernizing retail technology



What’s driving retailers to modernize now

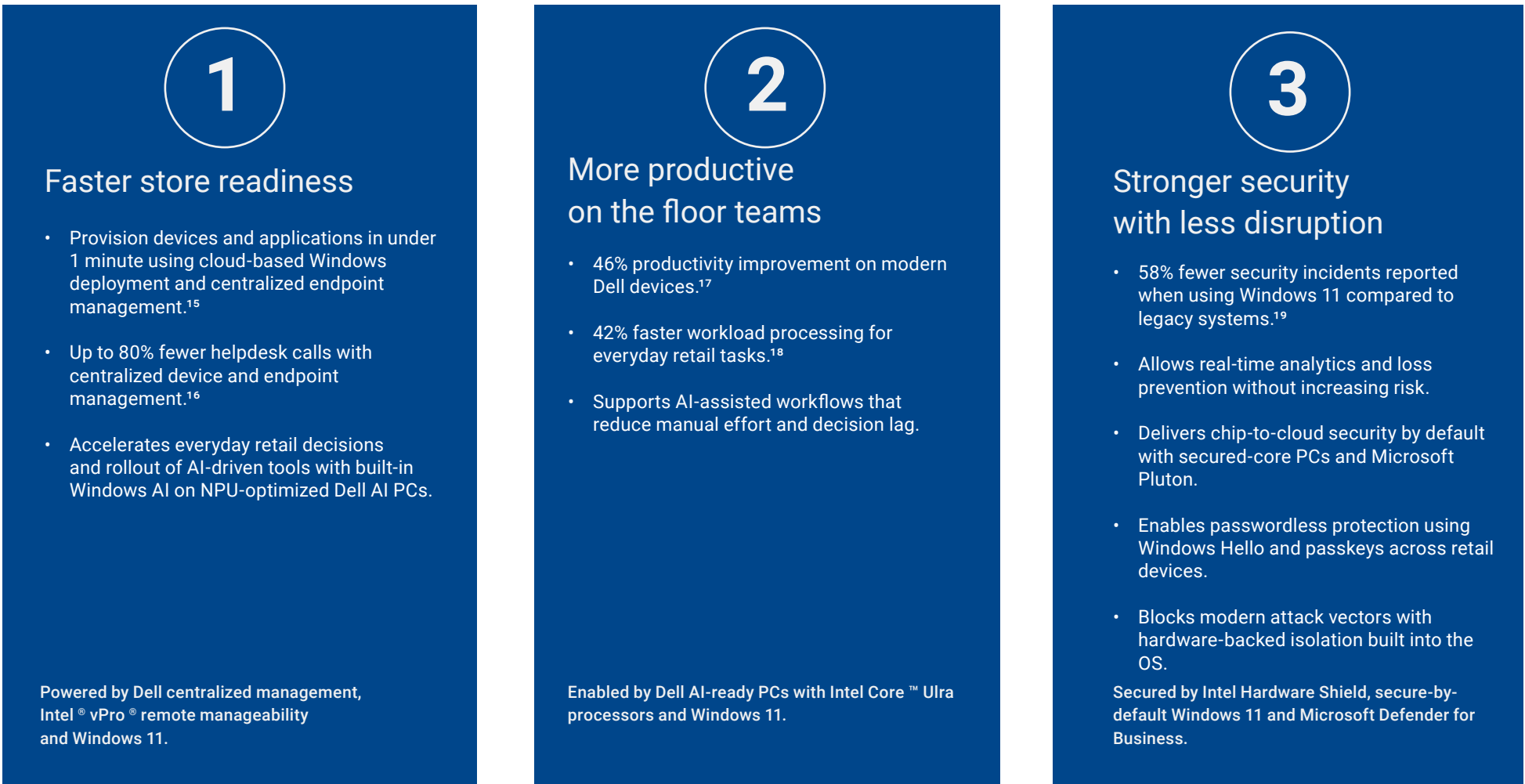
- AI adoption is already underway**
 - 57% of retail SMBs are investing in AI software and SaaS today.⁶
 - High-performing organizations are 2–4× more likely to apply AI across core operational decisions.⁷
- Operational efficiency and cost pressure are top priorities**
 - 55% cite operational efficiency as the #1 AI benefit they’re pursuing.⁸
 - 50% prioritize cost reduction amid inflation and labor constraints.⁹
 - 50% link AI investment to employee satisfaction and retention.¹⁰
- Infrastructure readiness is becoming critical**
 - 88% agree that maturing AI initiatives will require private, on-premises or edge infrastructure for compliance, cost predictability and performance.¹¹
 - Aging infrastructure limits AI workloads.
- Security and resilience are business imperatives**
 - Cyberattacks are on the rise with 83% of organizations experiencing one last year.¹²
 - Built-in OS security enables retailers to modernize with AI without increasing risk or complexity.
- Adoption must remain practical**
 - 75% of retail SMBs say they must be budget-conscious when pursuing AI use cases.¹³
 - Top decision factors include cost (45%), performance and scalability (45%), and integration with existing environments (43%).¹⁴

How Dell Technologies supports retail modernization

Working with Intel and Microsoft, Dell Technologies delivers integrated solutions designed for retail environments:

- ✓ AI-capable PCs powered by Intel® Core™ Ultra processors for local, real-time AI
- ✓ Simplifies device management with Intel® vPro® and Windows 11
- ✓ Built-in security using Microsoft Defender for Business and hardware-based protections
- ✓ Flexible hybrid and edge architectures with Azure Hybrid and Azure Local
- ✓ Delivers chip-to-cloud security by default with secured-core PCs and Microsoft Pluton

Retail AI use cases delivering measurable value



The path forward for modern retailers



AI is already reshaping retail. The difference is how it’s deployed.

Retail SMBs that standardize on integrated platforms see faster results, lower risk and greater control – without overwhelming their teams.

Dell Technologies, with Intel and Microsoft, helps retailers move forward at their own pace, applying AI where it delivers real impact.



To learn more, visit Dell.com/Industries

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16. Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices," December 2022.
17. Procyon Office Productivity Benchmark, from a Principled Technologies study.
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19. Windows 11 results are in comparison with Windows 10 devices. "Windows 11 Survey Report," Techaisle, February 2022.