

INFRASTRUCTURE FOR DISTRIBUTED IT IN RETAIL

The Edge Of Simplicity



OVERVIEW

The Value of IT in Retail

Retail is becoming more dependent on IT at every level. At the store level, IT and its supporting infrastructure are already playing an important role in supporting point-of-sale and ensuring security and safety during power outages.

Now, retailers are expanding their use of in-store IT to gain deeper insights into their customers, expand support for omni-channel retailing and enhance the customer experience.

Accomplishing these objectives requires the right support. Support in terms of the IT infrastructure that works when you need it to and enables remote visibility. And support from a team of specialists to help you configure, install and maintain the systems your network depends on.

Solve the Challenges of IT Deployment and Management in Any Environment

Simplifying Deployment, Availability and Management

Vertiv™ critical infrastructure and services enable virtually any space to be transformed into a micro data center that can be deployed quickly, achieve high availability and enable simple, worry-free management. We accomplish this through:

- **Life Cycle support**, including configuration, deployment, emergency and maintenance services that ensure consistent, reliable performance without stressing your onsite resources.
- **Integrated, pre-configured infrastructure** that brings “plug-and-play” convenience to small spaces and edge locations. Compact and reliable small space infrastructure that enables power protection and IT management to be tailored to space and uptime requirements
- **Remote visibility and access** through monitoring, management and access technologies, IT management solutions such as KVM switches, and remote monitoring LIFE™ Services that provide visibility into IT asset performance.



What IT Needs

While the opportunities for in-store IT to create competitive advantage are significant, the environment in which these systems operate is not always ideal. In retail outlets, IT is typically located in spaces that were never intended for it, often sharing space with excess inventory or cleaning supplies. And, in-store personnel don't have the time or expertise to provide the regular maintenance required to keep IT infrastructure running reliably or respond if problems occur.

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Solutions And Services That Simplify Edge Deployments

Success Story: Major Retailer Uses Integration and Services to Support New Store Concept

Need

A retailer with more than 1,500 locations across multiple brands was introducing a new multi-brand store concept in high-traffic areas, which required more robust IT support than single-brand stores.

Solution

The Vertiv™ local business partner configured two Vertiv SmartCabinet™ solutions for each location, with a 3 KVA Liebert® GXT and two vertical Liebert MPH2™ managed rack PDUs in each cabinet. One was also configured to house IT with lockable bays so each vendor was able to control access to their assets. Both solutions included the Vertiv Power Assurance Package, which provides comprehensive service support for the critical power systems at each location.

Outcome

The SmartCabinet solution met the retailer's requirements for capacity, space, availability, speed of deployment and physical security. They arrived at the new locations IT-ready, saving in-house IT staff time, while the Power Assurance Package freed in-store personnel from having to deal with UPS battery changes or other service issues. In addition, the retailer now has a repeatable single-part number to simplify ordering and deployment for future locations.

Success Story: National Restaurant Chain Supports Expansion with Liebert GXT and Power Assurance Package

Need

A popular restaurant chain with nearly 200 locations and aggressive expansion plans needed a power protection solution to support new locations, and fix an issue with UPS systems in existing locations, which had been improperly installed.

Solution

The company standardized on the robust Liebert GXT double-conversion UPS systems with integrated maintenance bypass and external batteries to achieve the reliability and availability their growing business needed. They paired the high-availability UPS units with the Vertiv DCF™ optimized rack and MPH™ Rack PDU to create an integrated, IT-ready infrastructure for each location. In addition, they used the Vertiv Power Assurance Package to ensure professional installation and servicing of IT infrastructure within each location.

Outcome

Working with their IT solutions provider, supported by the Vertiv local business partner, the company was able to cost-effectively achieve its goal of a 30-minute battery runtime for all locations, which allows sufficient time to close out checks and terminals in the event of a power outage. The Power Assurance Package has removed the burden of infrastructure installation and maintenance from in-house resources. They also resolved the problems previously experienced from improper installation, allowing the company and its people to focus on continued growth.



Vertiv™, formerly Emerson Network Power, combines the entrepreneurial spirit of a startup with the resources and experience of an industry leader. We offer a complete portfolio of solutions for small spaces, supported by more than 255 service centers, 3,000 service field engineers and 400 technical support/response people. While the name may be new, our solutions – including ASCO®, Chloride®, Liebert®, NetSure® and Trellis™ technologies — have proven themselves over millions of operating hours in some of the world's most critical applications.