



SOLUTION BRIEF

Leverage Edge Computing to Improve Retail Customer Experience

Revolutionizing the Retail Industry

Due to continuing digitization and the massive surge in ecommerce sales in the past three years, the retail industry is undergoing a period of immense change. Customer engagement and user experience are becoming increasingly important for retailers to remain profitable in an increasingly competitive environment. Retail stores are looking to bridge the gap in customer experiences between physical store and digital channels through improving real time visibility and efficiency to increase customer engagement.

Customer experience is increasingly seen as a key brand differentiator, surpassing both product and price. By synchronizing customer experience across in person, online and mobile interactions, organizations can better respond to individual customer needs and preferences, creating a better overall customer experience and increasing brand



When asked “Which technologies are most likely to be implemented by 2025?” 65% of retail chief information officers (CIO) surveyed by Gartner selected edge computing as their priority.

loyalty. This synchronization requires real time access and processing for a massive amount of data at the storefront.

In addition to enabling AI/ML at retail locations, the move to an edge architecture enables better responsiveness across point of sale, inventory management, and other systems, ensuring decisions are made in near-real time, increasing inventory accuracy, stock availability, fill rates, and ultimately, customer satisfaction.

Overcoming Edge Challenges

While retailers understand the future is at the edge for their store operations, moving to an edge architecture is not without its challenges that need to be overcome including:

- **Highly distributed environments**
Multiple locations, often geographically dispersed, require any solution to be easily managed remotely.
- **Few or no onsite IT staff**
Limited onsite IT resources require any solution to be easily secured and provide robust visibility from a central location.
- **Legacy software investments**
Many retail systems, including point of sale (POS) systems in the field, are based on legacy software and can't just be abandoned as retailers invest in new edge-native applications
- **Security for distributed networks and devices**
Security of distributed environments is often weak due to a lack of network control and physical perimeter. Many devices in stores are typically on the sales floor, not locked in a secure location and are subject to tampering and potential theft.
- **App management**
Updating apps deployed across distributed environments is cumbersome and difficult to manage.

Retailers can provide a solid foundation for their edge efforts across their entire organization by leveraging edge orchestration to minimize the complexity and deploy projects across physically distributed locations, securely and with full visibility.

Management and Orchestration for the Distributed Edge

ZEDEDA delivers an open, distributed, cloud-native edge management and orchestration solution, simplifying the security and remote management of retail edge infrastructure and applications at scale.

ZEDEDA features:

- **Zero Limits** for edge infrastructure options, guest operating systems, applications, network configurations and clouds.
- **Zero Touch** for deployments of edge infrastructure and applications, simplifying installation and bringing the experience of the cloud to distributed locations.
- **Zero Trust** security model addressing the unique, perimeter-less security challenges of edge ZEDEDA is



ZEDEDA is delivered as a service and includes 24/7/365 support for the open source EVE-OS. ZEDEDA is available to enterprise customers, SIs, and OEMs, with flexible deployment options.

ZEDEDA ensures extensibility and flexibility by utilizing an open partner ecosystem with a robust app marketplace. ZEDEDA allows you to run modern containers and applications side by side with legacy applications on the same edge device.

ZEDEDA reduces the cost of managing and orchestrating retail distributed edge infrastructure and applications, while increasing visibility, security and control. This results in increased operational excellence and enhanced customer experience, ultimately improving the bottom line and ensuring retailers stand out from the crowd.



Want to Learn More?

Visit zededa.com/product to learn how ZEDEDA can transform your retail operations today.



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About ZEDEDA

ZEDEDA makes edge computing effortless, open, and intrinsically secure – extending the cloud experience to the edge. ZEDEDA reduces the cost of managing and orchestrating distributed edge infrastructure, while increasing visibility, security and control.

ZEDEDA ensures extensibility and flexibility by leveraging a partner ecosystem, and EVE-OS, open-source Linux-based edge operating system.