

# HPE SMB solutions for retail

Solving your business needs





## Thrive with HPE

Amid the dynamic and fast-paced world of retail, SMBs require IT solutions that are not only fast and reliable but also scalable, secure, and easy to manage. To stay competitive, they must adapt to shifting challenges while keeping costs in check and safeguarding their operations.

At HPE, we understand the unique demands of SMBs, especially in the retail industry. That's why we offer a robust portfolio of products and services designed to meet retailers' specific needs—delivering affordability and security without compromising growth potential.

## Key challenges in retail



Cost



Resources



Security



AI

In today's evolving retail environment, success requires innovation to attract customers and enhance their shopping experiences. Forward-thinking retailers are exploring new ways to serve their customers, introducing concepts like drive-through pick-up and pop-up locations. However, these efforts must be balanced against rising operational costs, supply chain fluctuations, increased energy expenses, and the constant pressure to maintain and improve service quality.

For SMB retailers, fragmented and outdated IT infrastructure adds another layer of complexity. Distributed environments can make unified IT management challenging, limiting efficiency and scalability. Cybersecurity and compliance risks are also significant concerns, especially for businesses with limited in-house IT expertise to address these threats effectively.

Additionally, SMB retailers face the need to compete with multinational companies by delivering comparable performance and leveraging advanced technologies like AI. Harnessing AI for insights, optimizing data utilization, and managing the explosion of data volumes are critical but daunting tasks, further emphasizing the need for modern IT solutions that support growth and innovation.



## Overcoming retail challenges with HPE SMB solutions

Now more than ever, delivering exceptional customer experiences and leveraging data-driven insights are essential for the success of modern retail businesses. HPE offers a comprehensive suite of solutions designed to address these challenges and drive business growth.

### Agility and data-driven decision-making

Retailers today must adapt quickly to changing customer demands while leveraging data to drive smarter decisions. HPE's edge-to-cloud architecture empowers businesses to harness real-time data from in-store sensors, point-of-sale systems, and customer interactions. With this information, retailers can personalize marketing campaigns to better connect with their customers, optimize inventory management to reduce waste, improve stock availability, and enhance efficiency. By unlocking the power of real-time data, retailers can remain agile and deliver the seamless experiences customers expect, all while driving business success.

### Robust security and reliability

Cybersecurity is a top priority for SMB retailers, who often lack dedicated IT teams to manage threats. HPE's solutions offer advanced security features designed to safeguard operations and sensitive data. The Silicon Root of Trust in our servers ensures that only trusted firmware and software run on servers, protecting against firmware-level attacks. Runtime Firmware Verification proactively detects threats, while Automatic Recovery systems restore operations quickly in the event of an attack, minimizing downtime and disruption. These layered security measures provide peace of mind, ensuring retailers can focus on their business without worrying about potential vulnerabilities.

## Simple IT management

Managing IT infrastructure can be complex and time-consuming, especially for SMB retailers with fragmented or outdated systems. HPE simplifies IT operations with intuitive management tools that make day-to-day tasks more efficient. HPE iLO (Integrated Lights-Out) enables remote server management, allowing IT teams to address issues from anywhere and minimize downtime.

The HPE Storage Management Utility (SMU) provides a user-friendly, web-based interface for managing storage systems, making it easier to organize and access data. For businesses looking to modernize and scale, HPE Morpheus VM Essentials streamlines virtualization, unifying workload management into a single platform and reducing costs. These solutions empower retailers to improve IT efficiency without the need for large, in-house teams.

## AI at the edge

HPE's AI at the edge solutions, powered by HPE ProLiant servers, bring intelligence directly to where data is generated, enabling faster and more actionable insights. By processing data locally, retailers can reduce latency and enhance performance, making it easier to respond to customer needs and market trends in real time. Applications such as smart inventory management and predictive analytics allow retailers to optimize stock levels, reduce shrinkage, and make data-driven decisions. With AI at the edge, retailers can drive smarter operations, improve customer experiences, and stay ahead of competitors.

## Dependable performance and scalability

HPE's solutions are built on the excellence of HPE Compute, HPE Storage, and HPE Aruba Networking, ensuring dependable performance and scalability for SMB retailers. Whether handling increased customer traffic, managing growing volumes of data, or expanding business operations, HPE's infrastructure provides the reliability and flexibility needed to support growth. Retailers can confidently scale their IT systems to meet evolving demands, ensuring their operations are future-ready and resilient.





## Unlock retail success with HPE solutions

HPE's comprehensive solutions address SMB retailers' unique challenges, equipping them to innovate, grow, and deliver exceptional customer experiences. From robust security and simplified IT management to AI-powered insights and scalable infrastructure, HPE empowers retailers to succeed in a competitive and rapidly changing market.

**Partner with HPE today to modernize your retail IT infrastructure and drive your business forward.**

**HPE Financial Services** can reduce upfront costs and can scale with demand—ideal for seasonal fluctuations and rapid expansion. This approach ensures data control and compliance while maintaining the speed and scalability needed in a competitive retail environment.

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