Atos SmartEdge for Retail

Smarter Edge Solutions to Tackle Retail's Biggest Challenges
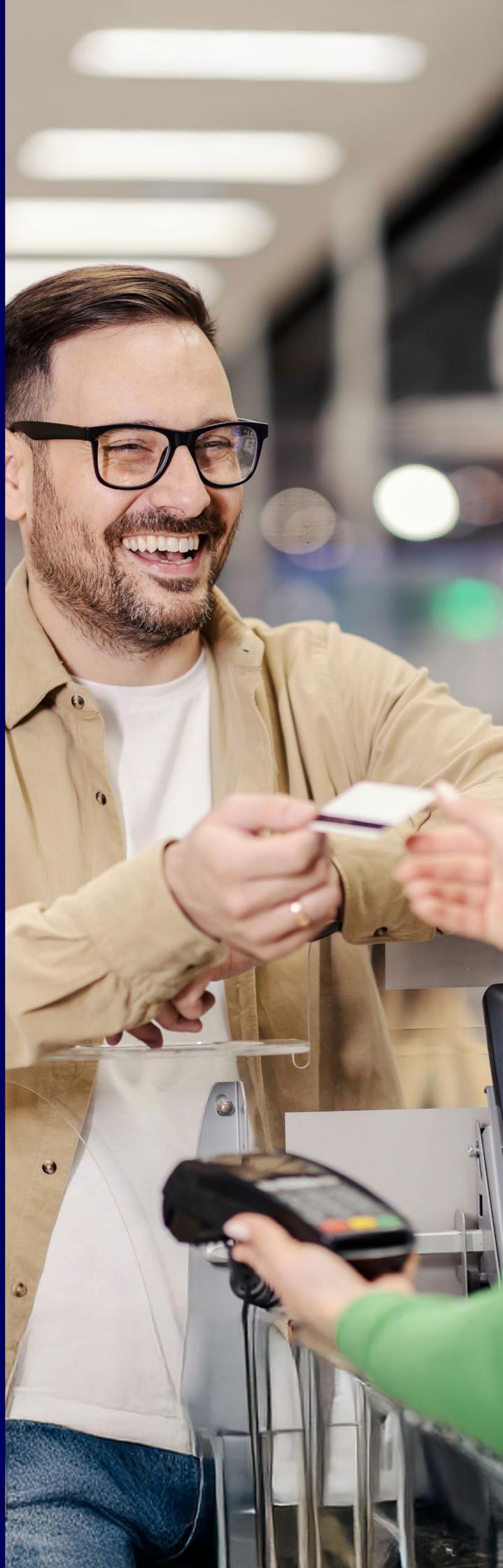
The retail industry is evolving at an unprecedented pace to meet ever-changing customer expectations. Shoppers today demand seamless, personalized, and secure experiences—whether they're browsing in-store or shopping online. To stay competitive, retailers are turning to advanced technologies like AI, augmented reality, and edge computing to transform stores into dynamic, customer-centric environments.

However, innovation brings its own set of challenges. Retailers must navigate increasingly complex IT systems, ensure robust security, comply with strict regulations, and deliver consistent customer experiences—all while managing operations across hundreds of locations. Scaling these smart solutions efficiently can feel overwhelming. To succeed, retailers need IT systems that prioritize automation, scalability, and security—without adding unnecessary complexity.

Revolutionizing Retail with Atos SmartEdge Solutions

Atos SmartEdge is designed to empower retailers to overcome these obstacles with a forward-thinking and adaptable approach. By combining edge computing technology with intelligent automation, SmartEdge simplifies the management of distributed IT environments, making it easier to scale operations across multiple locations. It ensures secure and seamless connectivity, enabling retailers to deliver the online and in-store experiences customers expect.

Additionally, Atos SmartEdge prioritizes operational efficiency, reducing downtime and improving response times, so businesses can focus on innovation and growth. By leveraging real-time data insights, retailers can make faster, smarter decisions that enhance customer satisfaction and drive profitability. With Atos SmartEdge, businesses don't just keep up with the demands of a dynamic retail environment—they thrive in it, staying agile and competitive in the face of rapid change.

Atos SmartEdge is purpose-built to solve the unique hurdles of modern retail. It optimizes operations, enhances customer experiences, and ensures security at scale. Powered by Dell's NativeEdge platform, this state-of-the-art solution brings computing power closer to where data is created, enabling faster decision-making and smarter operations.

Turning Retail Complexity into Competitive Edge with SmartEdge

Managing Complex, Distributed IT Systems

Retailers must manage thousands of connected devices across multiple locations, which can be time-consuming and error-prone. Atos SmartEdge simplifies this process with centralized management and zero-touch deployment, reducing manual oversight while maintaining consistent performance.

Delivering Personalized Shopping Experiences

Today's customers expect tailored, frictionless interactions. Atos SmartEdge processes data locally, delivering real-time insights to support personalized promotions, optimized inventory, and seamless store operations—all while minimizing reliance on cloud infrastructure.

Balancing Innovation with Sustainability

As retailers embrace new technologies, they face growing pressure to reduce their environmental impact. Atos SmartEdge supports sustainability by optimizing energy usage, enabling predictive maintenance, and reducing reliance on energy-intensive cloud processing.

Ensuring Robust Security and Compliance

As connected devices proliferate, so do security risks. Atos SmartEdge employs a Zero Trust security model to safeguard data and devices throughout their lifecycle. It also ensures compliance with regulations such as GDPR and PCI DSS, protecting both businesses and their customers.

Scaling Operations Across Locations

Expanding operations often means maintaining efficiency across hundreds of stores. With zero-touch deployment and automated updates, Atos SmartEdge simplifies expansion, enabling retailers to open new locations or upgrade existing ones with minimal effort.

Unlocking Potential
with Atos SmartEdge

Intelligent Data Processing at the Edge

Atos SmartEdge processes data where it's created—in-store—ensuring faster speeds, enhanced privacy, and real-time capabilities like inventory updates and personalized promotions. By reducing dependence on cloud-based services, it strengthens security and boosts operational efficiency.

Effortless Zero-Touch Deployment

Setting up new stores or upgrading existing ones is seamless with Atos SmartEdge. Its zero-touch deployment allows stores to go live quickly, without the need for on-site IT staff. Centralized management simplifies operations further, freeing retailers to focus on delivering exceptional customer experiences.

Advanced Security You Can Trust

With a robust Zero Trust security model, Atos SmartEdge protects data and devices from cyber threats. Automated recovery options ensure continuous operations, while compliance with global standards like GDPR and PCI DSS mitigates risks.
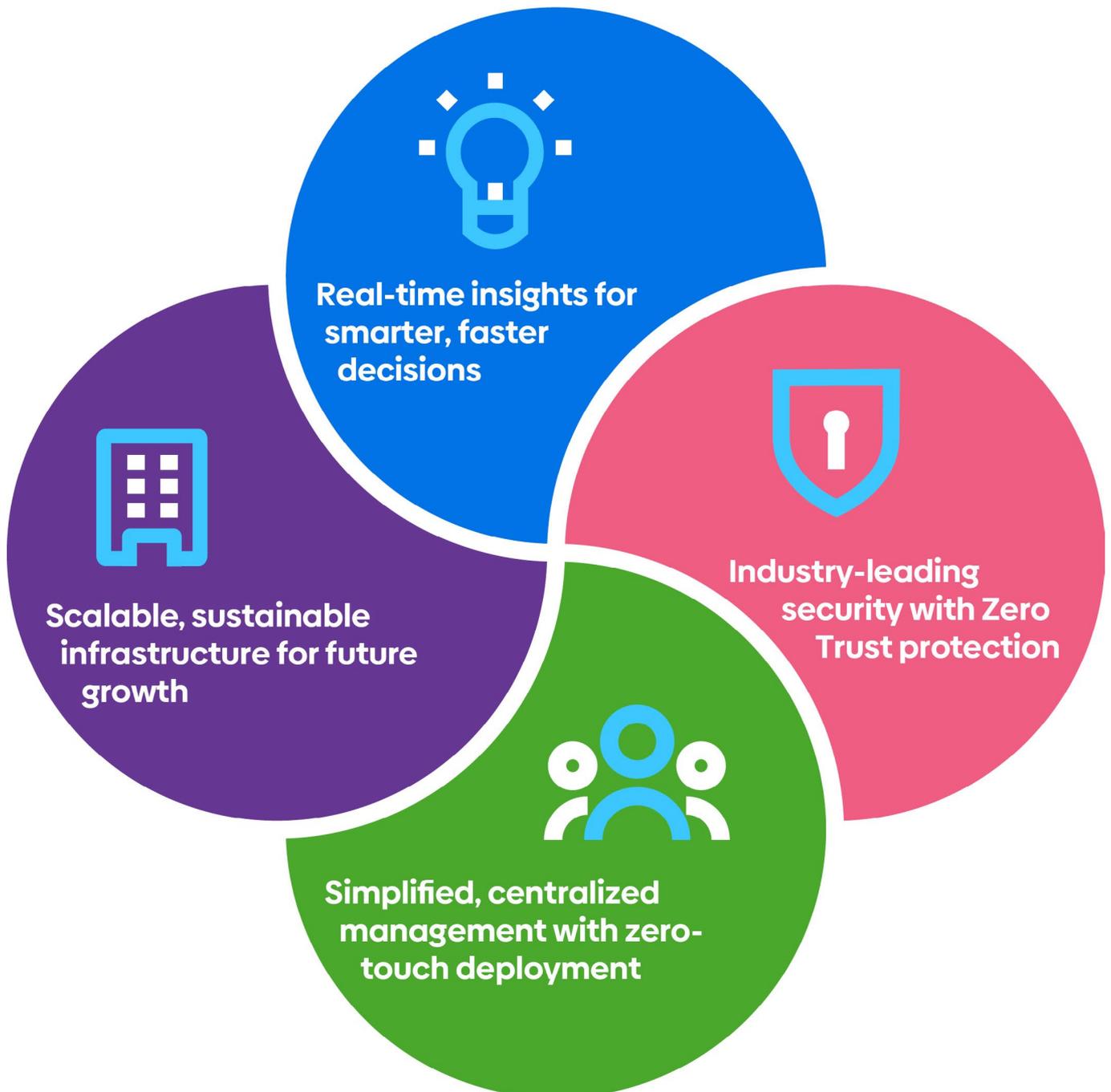
Sustainability Built In

Sustainability is at the core of Atos SmartEdge. By optimizing energy consumption, enabling predictive maintenance, and reducing reliance on the cloud, the solution helps retailers lower their environmental footprint. Built-in compliance features also support ethical and eco-friendly operations.

Why Choose Atos SmartEdge for Retail?

Atos SmartEdge combines cutting-edge technology, robust security, and operational efficiency to help retailers overcome today's challenges while preparing for the future. Seamlessly integrating with existing systems, it emphasizes automation, scalability, and intelligence, empowering retailers to thrive in a highly competitive market.

Top Benefits of Atos SmartEdge

Real-time insights for smarter, faster decisions

Industry-leading security with Zero Trust protection

Scalable, sustainable infrastructure for future growth

Simplified, centralized management with zero-touch deployment

Empowering Retailers to Thrive

Atos SmartEdge is more than just a technology solution - it's a game-changer for retailers. With real-time data insights and industry-leading security, Atos SmartEdge empowers retailers to make smarter, faster decisions and stay ahead of the competition. But that's not all - here are some additional benefits that Atos SmartEdge offers:
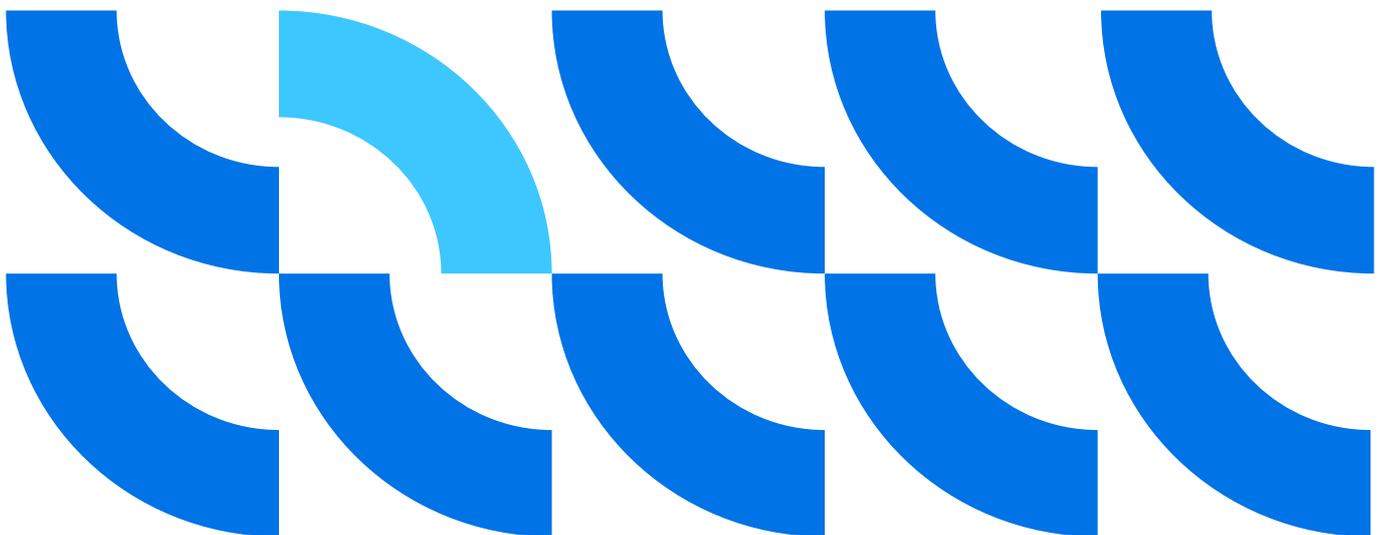
- Improved customer experience through personalized recommendations and targeted marketing based on real-time data analysis
- Increased efficiency and productivity with automated processes and streamlined operations
- Enhanced supply chain management with real-time tracking and monitoring of inventory levels
- Optimized resource allocation through predictive analytics and demand forecasting

With these capabilities, Atos SmartEdge enables businesses to unlock their full potential and achieve lasting success. By harnessing the power of cutting-edge technology, organizations can confidently adapt to changing market conditions, seize new opportunities, and build a future rooted in innovation and resilience.

Driving Retail Innovation Together: Dell Technologies NativeEdge and Atos SmartEdge

The Dell NativeEdge platform serves as a powerful foundation for amplifying the capabilities of the Atos SmartEdge Retail offering. Designed to streamline edge operations, Dell NativeEdge provides a unified, secure, and automated way to deploy and manage applications across distributed environments. Its innovative approach ensures seamless integration with Atos SmartEdge, enabling retailers to unlock unparalleled efficiency and agility.

By combining the scalability and automation of Dell NativeEdge with Atos SmartEdge's intelligent retail solutions, organizations can optimize store operations, enhance customer experiences, and future-proof their infrastructure. Dell NativeEdge's ability to securely deploy workloads and provide real-time visibility across locations ensures retailers are equipped to meet dynamic demands while maintaining operational excellence. Together, these platforms empower retailers to drive success in today's fast-paced and customer-centric market.

About Atos

Atos Group is a global leader in digital transformation with c. 72,000 employees and annual revenue of c. € 10 billion, operating in 68 countries under two brands — Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us
atos.net
atos.net/career

Let's start a discussion together

About the Partnership

Atos and Dell have forged a powerful strategic alliance to deliver exceptional value to clients worldwide. Combining Atos's deep sector knowledge and digital transformation expertise with Dell's best-in-class technology and global scale, the partnership is committed to driving positive business and societal impact.

About Dell Technologies

Dell Technologies (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.