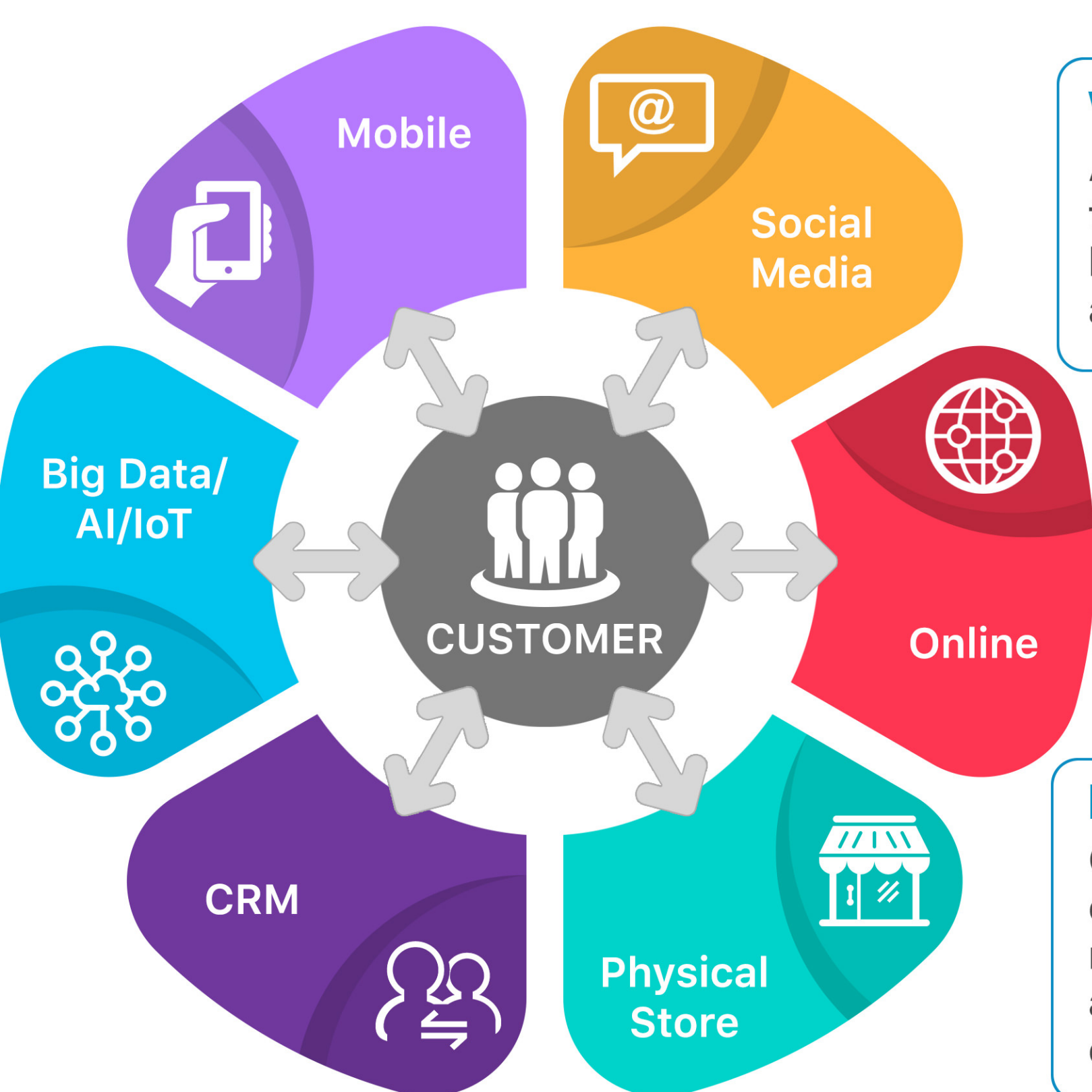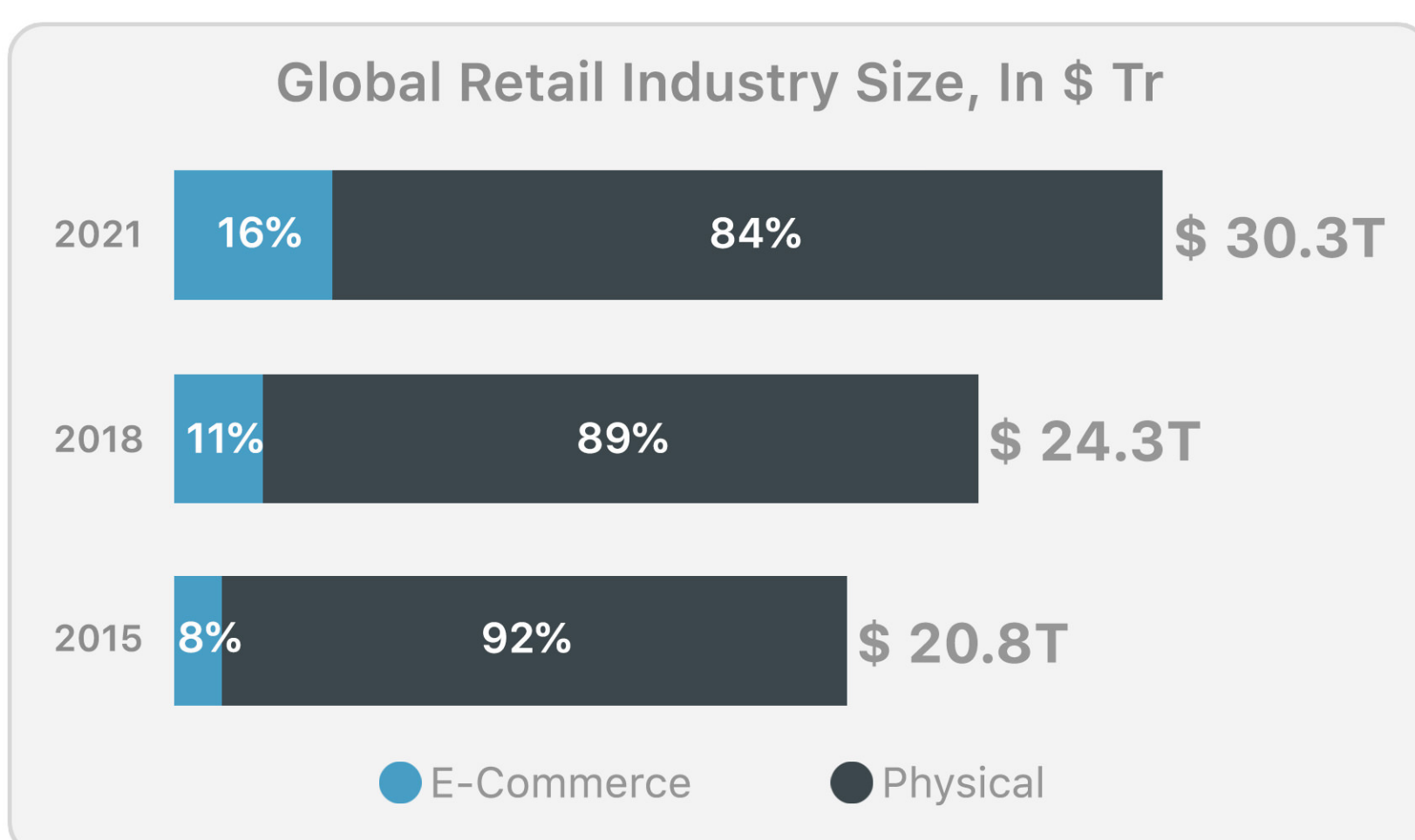# ENABLE OMNICHANNEL SUCCESS THROUGH HCI

Online retail is fastest growing segment with **15% CAGR** however the physical channel still dominates as reinvented experiential retail mode

Global Retail Industry Size, In $ Tr

Year	E-Commerce	Physical	Total
2021	16%	84%	$ 30.3T
2018	11%	89%	$ 24.3T
2015	8%	92%	$ 20.8T

● E-Commerce   ● Physical

Mobile
Social Media
Big Data/AI/IoT
Online
CUSTOMER
CRM
Physical Store

What is Omnichannel?
A fully integrated shopping experience that unites user experiences from brick-and-mortar to mobile-browsing and everything in between

Why Omnichannel?
- Seamless experience across channels
- Complete customer control and convenience

Results of Omnichannel
Companies successfully engaging customers across channels retain more than twice as many customers as companies without effective cross-channel strategies

Omnichannel Retail Strategy

STEP 1
- Discover customer preferred platforms
- Analyze experiences that motivate customers

STEP 2
- Play to the strengths of each channel
- Make every touchpoint shoppable

STEP 3
- Integrate online traffic with offline visits
- Reward customers through personalized offers

Hyperconverged Infrastructure (HCI) Enabling the Omnichannel Experience

To pursue an omnichannel-centric strategy, it is essential to upgrade IT infrastructure and modernize the datacentre with solutions like HCI

Hyperconverged infrastructure is a software-defined solution that streamlines the deployment, management and scaling of datacenter resources by combining server, compute and storage resources.

Lorem ipsum

70% of retailers cite the need to upgrade and consolidate standalone IT infrastructure as the #1 driver for HCI adoption

* Top 3 benefits
of omnichannel enablement through HCI

25% Better integration across applications and data sources

17% Real-time retailing capabilities

9% Better visibility into customer and business operations

HCI Enables Omnichannel Success Through

- Data Aggregation for predictive analytics & process optimization
- Seamless Integration and real-time transaction tracking across systems
- Simplified store and branch operations and rollouts

Source: Zinnov interviews with leading global retail enterprises
* Percent of survey respondents citing stated benefits

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