

Move Beyond Transactions

Digital transformation storage and software solutions for modern retailers.



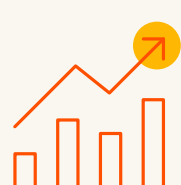
Retail Digital Transformation Goals



Seamless Omnichannel

70%

Omnichannel customers **shop 70% more** often and **spend 34% more** than single-channel shoppers.¹



Ecommerce Profitability

75%

About **75% of consumers** now research and buy both online and in-store.²



Customer Loyalty

+50%

Over 50% of consumers consider corporate sustainability when making buying decisions.³

What Factors Drives These Goals?

1 Social Media

- **45% of consumers** say social media influences their purchases.
- Influence rates are **higher among younger shoppers**.
- The impact is **especially high** in appearance-related sectors like **cosmetics and apparel**.

2 New Retail Tech

Instore technologies are **changing the shopping experience** and **generating vast amounts of data**:

- Virtual & Augmented Reality
- RFID
- Smart Shelves
- Mobile Pay
- Instore Beacons
- 5G Connectivity

3 Sustainability

- Retailers are **increasingly committing to sustainability and carbon neutrality goals**.
- The number of global retailers setting science-based carbon emission **reduction targets** is **doubling each year**.
- Nearly half of global consumers are **willing to pay more for sustainable products**.³

How Pure Storage Helps Retailers Reach These Goals



Delivering on Omnichannel Marketing

Pure's easy to use, **all-flash storage** delivers the performance you need to consolidate data silos, manage massive data growth, and power your databases, VMs, and VDI.



Analyzing Data at Scale

Turbocharge analytics platforms like Confluent, Elastic, Splunk, Vertica, and others with highly scalable, fast file and object storage from **FlashBlade//S**.



Implementing Microservices

Retail IT departments are struggling to deliver enterprise services for containers and microservices. **Portworx** makes it simple.



Meeting Sustainability Goals

Pure arrays can help dramatically reduce your power consumption up to 80%. Learn more in our **ESG report**.



Better Ways to Buy Storage and Software

Subscription options from Pure give you the most choice in data consumption, delivering greater flexibility and value.



Storage So Easy to Use You Won't Believe It

Pure frees retail IT staff to spend less time keeping things running and more time innovating. **Try it for yourself!**

The Time for Change Is Now

Retailers are facing dramatic digital changes and multiple challenges. But there is also an opportunity for increased customer loyalty, sales growth, and brand expansion. Pure Storage solutions are easy to use, fast, reliable, and future ready. That's why over half of the Top 25 retailers rely on Pure.

Learn more at:

purestorage.com/retail

1. <https://www.mckinsey.com/industries/retail/our-insights/the-five-zeros-reshaping-stores>
2. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/e-commerce-at-the-center-of-profitable-growth-in-consumer-goods>
3. <https://www.mckinsey.com/industries/retail/our-insights/climate-sustainability-in-retail-who-will-pay>