



Cloud Client-Computing solutions for retail

Increase security, sales, and reliability while lowering costs

Retail Solutions

As a retailer, you know how important technology is to your company's success. It equips you to serve customers, spot trends and manage your supply chain. It enables you to conquer tight budgets and tighter margins by doing more with less. And with Dell as your technology partner, you can serve your customers better and stay in front of the competition.

Protect your most valuable asset: your customer

More retailers than ever before are now moving to desktop virtualization to improve security, reduce risk of customer data loss or theft by centralizing customer data in the data center, and access applications with single sign-on through Wyse thin clients.

Reduce Cost

Simplify management, reduce hardware costs and conserve floor space in your data centers, your points of service, and in your back office.

Increase Revenue

Centralized customer data coupled with Wyse data center solutions and thin clients offers fast, secure access to customer data which gives sales associates significantly more time with customers.

Point of Service: Retail-hardened thin and zero clients, and peripherals from leading manufacturers.

Digital Signage: Everything you need to attract and engage customers by displaying eye-catching promotions and marketing messages.

Point of service

Your business depends on reliable Point of Service (POS) systems that help serve your customers more efficiently. Our retail solutions feature compact, secure Wyse thin client that are designed to operate in demanding store environments. In addition, Dell offers you the flexibility to choose some of the industry-leading peripherals based on open standards.

Key Benefits

Increased security: Tightly control your data on centrally located, secure servers and effectively manage your endpoints.

Lower capital costs: Save money and avoid expensive recertification costs by using thin clients that have a long refresh lifecycle and feature components designed to require few changes over time.

Lower operational costs: Built to withstand the rigors of harsh retail environments, Dell thin clients deliver better uptime and require less maintenance than solutions based on standard desktop computers.

Flexibility to choose: With the support of open standards, Dell allows you to choose from a wide range of peripherals.



Wyse Thin clients for Retail

Models	User Type / Workload	ThinOS OS	Linux OS	Windows Embedded OS
Wyse 3040	Point of sale / back office / digital signage Ideal for peripheral support and light multi-tasking	✓	✓	
Wyse 5040 AiO	Point of sale / product look-up kiosks: Elegant customer facing & highly secure	✓		
Wyse 3030 and Wyse 5010	Digital signage : Highly secure and easy to manage	✓	✓	✓

Digital signage

With more than 10 years of experience delivering comprehensive digital signage solutions, Dell can deliver a complete range of customized services, whether your digital signage network includes 10 displays or 10,000.

Key Benefits

Deliver dynamic content by exposing shoppers to targeted messages throughout the day and in different store locations

Boost upselling and impulse purchases by displaying on-demand updates to messaging based on sales results and specials

Improve visibility and effectiveness of co-op advertising promotions

“Our customer service representatives are not only accessing sophisticated inventory and order-management applications; they are also using their virtual clients to watch a live stream of the Jewelry Television show.”

Wesley Baker,
Virtualization Architect,
Jewelry Television

Wyse Thin Client Highlights

Secure by design: Wyse ThinOS thin clients are virus and malware resistant with an un-published API and zero attack surface. Supports a robust 802.1x wired and wireless authentication spectrum of security protocols: from all EAP connection types to robust LAN based authentication including EAP-TLS.

For all endpoints running Windows, the optional Dell [Threat Defense](#) anti-virus software offers the ultimate proactive malware protection.

Flexible by function: Supports a wide range of peripherals such as bar code scanners, receipt printers, monitors, and displays.

Fast: Quick boot-up and secure desktops based on a variety of authentication methods, including rapid app access with single sign-on and 2-factor authentication.

Easy to manage: Covers the everyday basics so you don't have to. IT can get out of the desktop hardware maintenance business.

The best virtual desktop experiences Citrix receiver, Microsoft remote FX & RDP, VMware Horizon support – all developed in collaboration with partners to enable a rich user experience.

Resources:

- Case study – [Unimat Life](#), coffee retailer
- Case study – [Star Furniture](#), furniture retailer



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