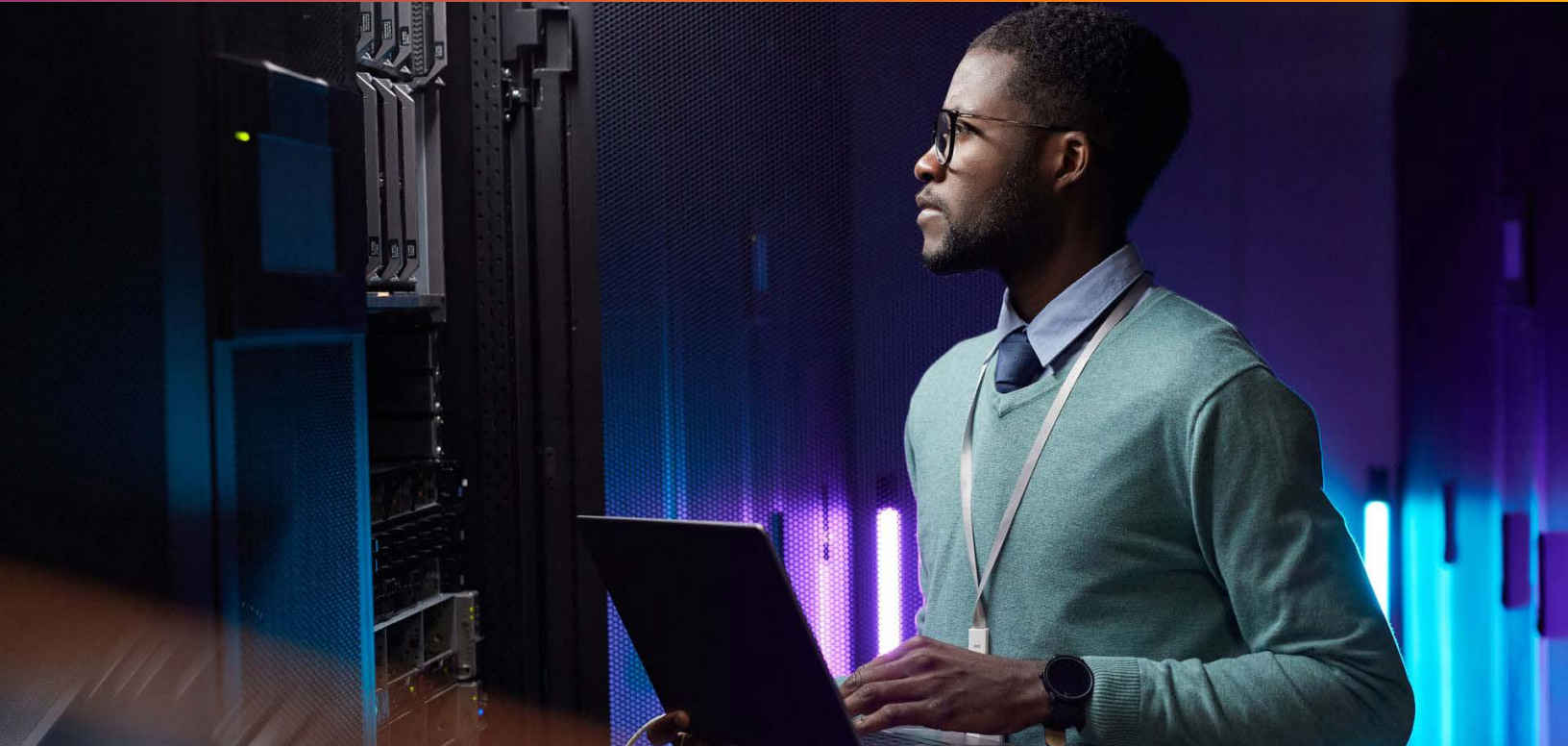


# Optimizing retail efficiency: Transforming tight spaces with agile micro data center solutions



A Vertiv Case Study



## Background

A large food retail chain with multiple locations across Eastern Europe aims to elevate the shopping experience for its expanding customer base by providing competitively priced fresh products. In order to modernize the chain's data center infrastructure, they collaborated with a channel partner which turned to Vertiv to provide integrated infrastructure solutions, including power and cooling systems. The ultimate goal is to deliver data infrastructure solutions customized to meet the evolving requirements of retail settings within a confined space.

## Challenge

The chain needed to relocate its data center facilities to a newly designated space to modernize its infrastructure and enhance its capabilities. The objective was to improve data processing by 40%. However, the challenge was setting up the data center within a limited retail space while meeting all technical requirements. This required optimizing logistics processes and efficiently utilizing the available space. The goal was to store more products while ensuring optimal temperatures, freshness, and quality for customers.

### Company profile:

A dominant player in the retail sector through its recent investment in cutting-edge technology. This strategic move enhanced operational efficiency and bolstered customer satisfaction and brand reputation. By offering end consumers access to a diverse selection of fresh products at competitive prices, the company continues to solidify its position as a market leader.

### Industry:

Food retail

### Region:

A major city in Eastern Europe

## Solution

[The Vertiv™ VRC-S Edge-Ready Micro Data Center System](#) emerged as a reliable solution to the retail chain's IT infrastructure challenges. Its rapid deployment, customizable options, and integrated IT cooling fulfilled the customer's needs seamlessly. The partner's collaboration was vital in ensuring smooth coordination and expediting deployments.

This upgrade eliminated manual assembly and offered a plug-and-play solution with a three-year warranty. The integration of the Vertiv™ VRC-S transformed the retail chain's operations, guaranteeing critical system availability for business continuity. This reduced latency, enhanced the customer experience, and ultimately boosted customer satisfaction and loyalty.

## Outcome

**Time savings:** The partner's coordination, coupled with Vertiv's integrated infrastructure solutions and expertise, facilitated swift deployment, minimizing downtime, and facilitating efficient operations for the retail company.

**Space maximization:** The Vertiv™ VRC-S redefines space efficiency with its compact design, offering a standardized solution that seamlessly incorporates advanced IT cooling. Eliminating the requirement for additional chillers or air-handling units optimizes space and caters precisely to the customer's operational requirements.

**Effective data management:** The customer has been nominated for a prestigious industry award in the retail sector for its exceptional brand strategy

and groundbreaking solutions. The company's investment has led to the creation of the most advanced shop in Europe. Through collaboration, the retailer has implemented solutions that have revolutionized data management, reduced latency, and streamlined transactions for the retail chain, enhancing overall operational efficiency.

## Project milestones

**Project launch** – December 2021;  
**Installation and commissioning complete** - August 2022



Vertiv™ VRC-S

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