

# Technology: The Competitive Advantage for Successful Retail Business



## Benefits

- **Prevent downtime:**  
In case of a complete power failure or failure due to voltage spikes, a UPS will ensure power supply to all attached systems and protect availability
- **Prevent hardware damage:**  
Overload, undervoltage and voltage spikes can cause irreparable damage to devices and systems, which – in worst case – will fail and cause business disruption
- **Prevent data loss and data corruption:**  
A UPS will initiate a graceful shutdown of all systems in case of a power failure and supplies battery power to all attached systems for a pre-defined timeframe – this time can be used to gracefully shut-down all systems to avoid data loss and data corruption

## The Digitally Empowered Customer is King

### The Retail Detail

Retail is a dynamic market. You need to be adaptive to change to meet new consumer demands. The customer is king – this was and will always be the case.

Technology is leading innovation and invention in the retail space, whether is be through intelligent inventory management or facial recognition. Technology is your competitive advantage for successful business.

That technology needs a robust infrastructure platform to ensure resilience to failure, cost efficiency in operation, efficacy in delivery and agility to adapt.

Vertiv supports retailers through intelligent solutions for a reliable uninterrupted power supply and easy-to-manage IT infrastructure.

### Why is protection needed?

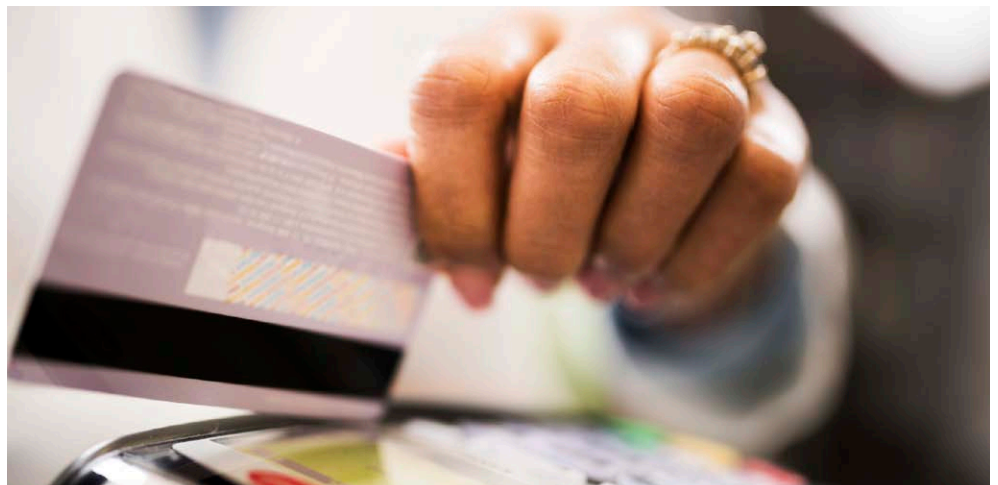
Your check-outs, goods inward system and POS terminals need to be protected from unexpected downtime and data loss – caused by partial or complete power failure or voltage spikes.

**A must-have for Retailers:**  
*Reliable UPS solutions to protect your business continuity!*

A UPS not only is needed in the case of a power failure – a UPS can help you be more efficient with the monitoring and predictive maintenance it offers. Additionally, the type of UPS you need depends greatly on the devices it is supporting. We can support you with the full range of UPS solutions tailored to your requirements.

### Protection for your POS systems:

- Check-out systems
- Good inwards systems
- POS terminals





## Attention: UPS≠UPS:

Choosing the right UPS type depends on the purpose and the environment. The use case needs to be carefully taken into consideration (power size, battery life, etc.) to define the best solution.

Additionally, a shut-down-concept should be worked out to ensure a graceful shutdown in the right order to avoid data loss.

## Further use cases of a UPS solution:

- Security systems such as security cameras, alarm systems, fire doors/electronically-managed security doors, etc.
- VoIP/phone system/office communication systems, professional workstations/desktop PCs.

## Vertiv™ Liebert® PSI5 Lithium-Ion UPS

Delivers up to 50% lower total cost of ownership vs. comparable VRLA battery models, in a smaller, lighter package. The Liebert® PSI5 UPS offers faster recharge times, up to 10x more charge/discharge cycles, and can operate at higher temperatures with no degradation in performance.



## Vertiv™ Geist™ Monitored Rack PDU

Provide a comprehensive view of power usage, both at the rack and via remote access while continuing to provide reliable power distribution to critical IT equipment. Monitored rPDUs are available in a variety of electrical and receptacle configurations.



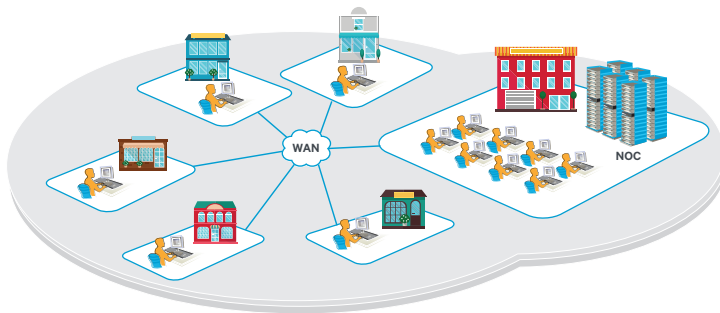
### 3 Steps to successfully maintain availability and manage your infrastructure.

#### Step 1. Prevent IT failure - protect your revenue! With an intelligent, remote management solution.

Both physical and virtual IT can be easily managed with our remote management suite which can give you a consolidated view of all your IT infrastructure assets through one software tool.

#### Why is an intelligent solution needed?

Regardless if you have a high street shop, multiple regional or even country-wide stores or an eCommerce shop online, your business relies on an IT infrastructure to manage and process all your sales transactions.

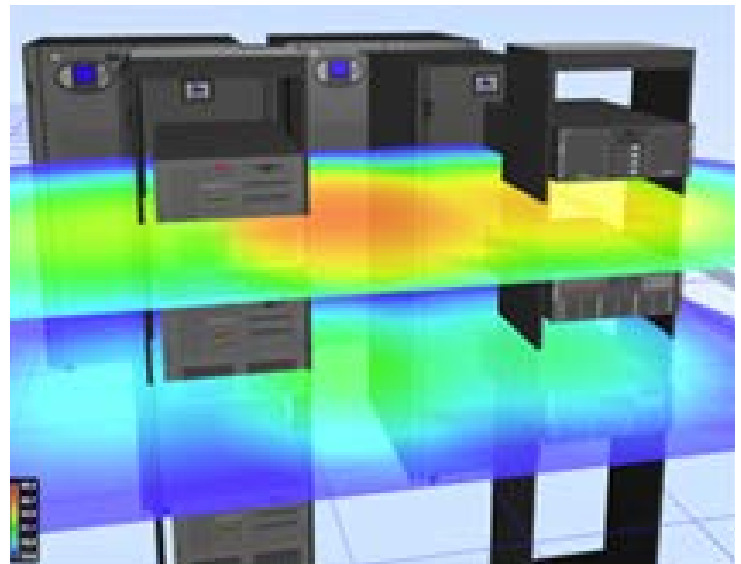


#### Step 2. An intelligent software tool to support your growth

To be agile to changing demands, you need a single pane of glass to document, visualize, manage current and plan future capacity in your data centre(s). Consider all the aspects you need to understand and manage:

- What IT devices you have
- Where they are and what they are doing
- What power they consume, heat they generate and cabling they require

Visibility of all those aspects enables you to rapidly make decisions with confidence, enables you to plan and deploy with speed and accuracy. Enabling IT business to react quickly avoids downtime and gives you the power to optimize your IT to current and future needs.



*The Trellis™ Thermal System Manager gives the user the ability to turn layering on to see exactly which rack and row have hot spots.*

### Step 3. Reduce time to deployment and IT admin at the Edge: Standardised IT solutions for Retailers

Why waste time and effort of combining many products from many vendors to solve your network closet or edge computing needs?

With our intelligent, standardised solutions of rack, PDU, UPS, and remote management devices you can save on IT resources locally, as those plug-and-play solutions are easy to install and can be managed remotely.

#### Benefits

- Faster repair time thereby keeping your business open
- Eliminate needless travel to any facility with IT
- Reduce overhead staff
- Consolidated view of all IT facilities to reduce administrative time
- A standardised solution from one vendor saves time, money and reduces complexity
- Your remote IT is now fully accessible and manageable from anywhere at anytime, reducing time to repair and expense of IT personnel that would need time to travel to diagnose and fix issues

