DXC TECHNOLOGY

PURESTORAGE®

Be prepared for the next generation of shoppers

Get invaluable insights from your data with data-powered industry-applied solutions for business outcomes from DXC and Pure Storage®

Introduction

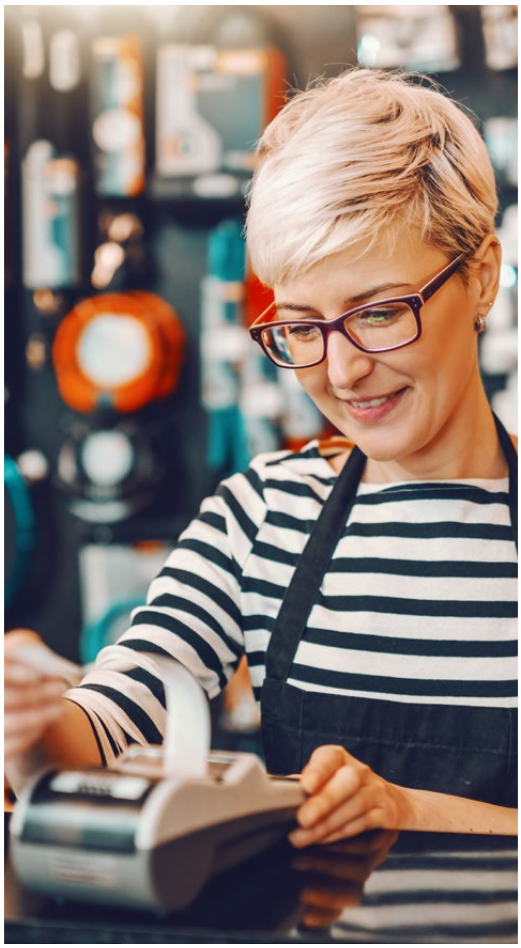
Consumer Packaged Goods (CPG) organizations and retailers face unprecedented challenges today. Aside from keeping up with constant demands from customers, they also need to handle complexities upstream and downstream, and drive revenue growth across multiple channels.

In a bid to address these challenges, many have turned to technology. Some companies are using Wi-Fi and mobile Bluetooth to track the movement of patrons around stores. Others are employing store planograms and in-store cameras to determine which products and product placements are attracting the most attention.

So, it's not surprising that retailers and CPG organizations increasingly appreciate the value of data. By unlocking and leveraging data to offer promotions and incentives, they can delight customers as they move along their purchase journey. They can also get better insights into their operations and take steps to reduce wastage.

But arriving at this destination isn't an easy task. To obtain insights from different sources and silos, retailers and CPG organizations must bridge the gap between on-premise and edge, and make better use of their data storage capacity.

To do this, these companies need data-powered business solutions, **which is where DXC and Pure Storage come in.**



Delivering data-powered industry-applied solutions for business outcomes

To address a range of business domain challenges, DXC is leveraging Pure Storage's capabilities to deliver enterprise technology solutions to retail and CPG organizations.

DXC's six differentiated offerings deliver the IT services our customers need to modernize operations and drive innovation. Pure Storage's data storage, management, and infrastructure capabilities, including its as-a-service and Evergreen™ platform. Through DXC, customers can also access Pure Storage's always-on data encryption and ransomware capabilities, which enable the building of new tool sets as well as the retooling of data landscapes from the ground up.

When DXC engages with clients, we first connect these technologies across their manufacturing, logistics, and supply chains. By doing so, we're able to deploy, gather, and use data across every silo or area. Analytics are then applied so that customers can use, reuse, or extract granular insight from operations and meet key business metrics.

By modernizing data management in this manner, organizations can move to a true hybrid approach spanning on-premise, cloud, and edge.

DXC's six differentiated offerings:
DXC Technology delivers the IT services our customers need to modernize operations and drive innovation across their entire IT estate.

DXC's **CPG and retail industry solutions and expertise** create data powered industry-applied solutions for business outcomes

Global Business Services	Global Infrastructure Services
Analytics and Engineering	**Security**
Applications	**Cloud Infrastructure and ITO**
Insurance software and BPS	**Modern Workplace**

A consumable storage for a continuous consumer business delivery landscape. **Evergreen™ subscription** brings all this to the customer in a commercially controllable way.

Pure Storage's data management technology:
laying the foundation

New data delivery models
Cloud, block storage, fusion - for a more GIS-centric, data-enabled consumer business driven by global business services strategies (that have benchmarked a new approach to storage):

- **Pure1® –** full-stack, AI-powered data-storage management and monitoring that enables visibility of trends and proactive issue resolution
- **Evergreen™ Storage –** delivering innovation and continual refresh model in a subscription offering
- **Portworx® –** cloud-native, centralized way of organizing technology. Connecting and integrating Kubernetes solutions to support containerization and application development methodologies

Cloud and partnership / integrations between Pure Storage, DXC and the hyperscalers:

- **Robust data storage products** for data-driven consumer business IT
- **FlashArray™ –** a scale-up storage solution for both low-latency and high-capacity workloads
- **FlashBlade® –** a scale-out storage solution that unifies fast file and object data
- In conjunction with **SafeMode™ Snapshots** to support with cyber reliance

Richer customer experiences and increased revenue

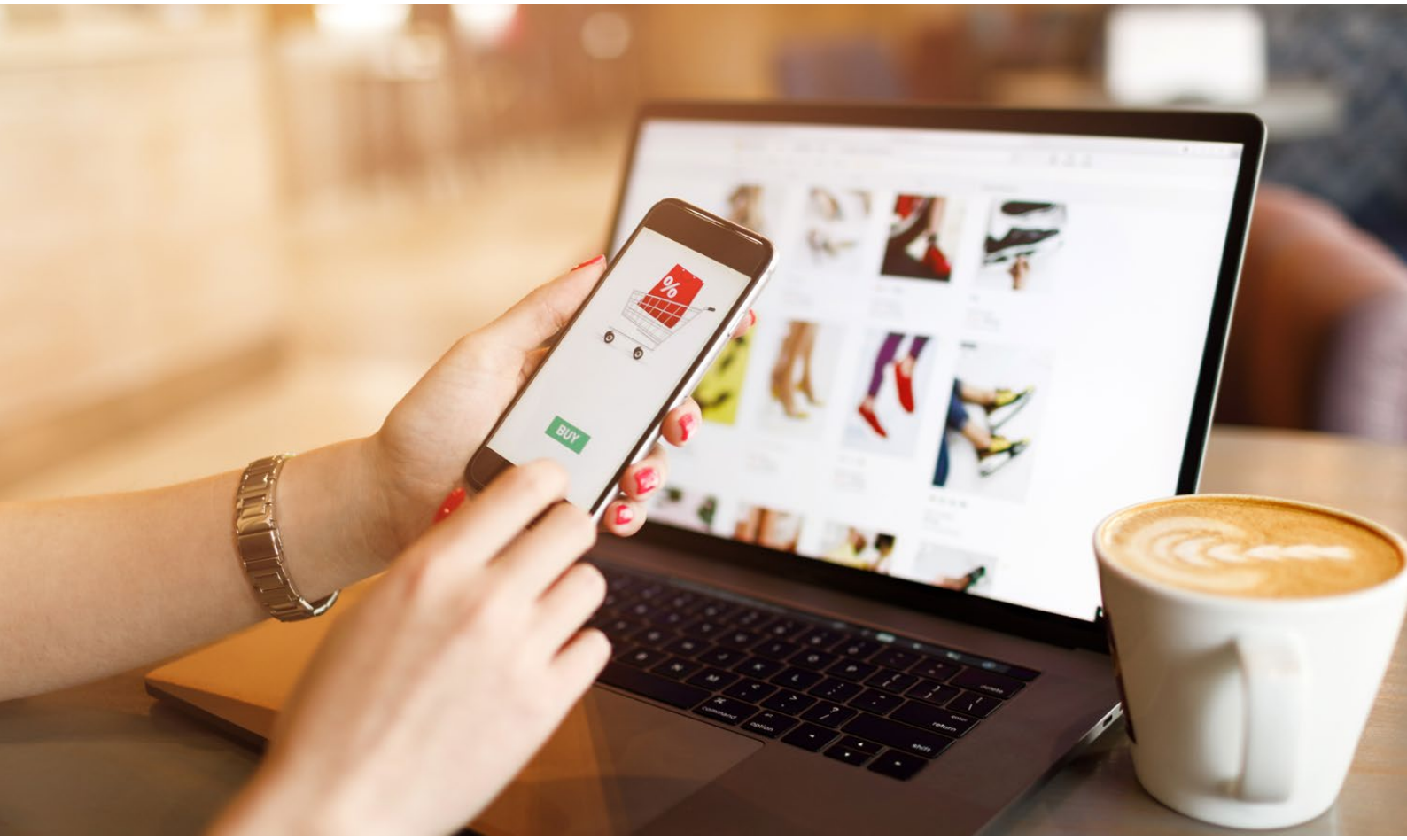
So why does this all matter? Put simply, data is the lifeblood of retail. Without it, retailers – and CPG organizations – can't drive revenue growth or give customers the personalized experiences they want.

Together with Pure Storage, we can help you harness the data in your organization so you can increase sales, grow revenue, and build closer customer relationships.

To achieve this, we follow a two-step process. First, we evaluate your existing infrastructure and ensure that everything is based on better data storage, technology, and capabilities. Then we switch our attention to operational matters. DXC will leverage consolidated data, utilize in-depth insights, exploit data and analytics capabilities, and implement smart technologies to help you get the most out of the information in your business.

Following this roadmap allows our clients to evolve and be ready for the future. Plus, with the addition of Pure Storage's flexible, agile, Evergreen data architecture, you can:

- self-fund, capture, and re-deploy funds for innovation – thereby reducing inefficiencies
- reduce your carbon footprint and meet environmental goals
- grow online sales and wallet share
- gain valuable insights into your supply chain.



Why we're the right partners to help you build closer customer relationships

DXC and Pure Storage both have a long history of working with retailers and CPG organizations. By evolving our customers' business models, we've helped them to become more innovative. By optimizing, evolving, and reducing their costs, our clients have been able to modernize their IT landscapes and meet capacity requirements. But there are seven other reasons why we stand head and shoulders above the competition:

We are constantly innovating and investing in R&D: Together with Pure Storage, we combine to drive continuous, efficient access to the most advanced technology.

We make solutions that are industry relevant and focused on outcomes not tasks: DXC and Pure Storage work together to free businesses from data detail and enable self-funding of advanced technology requirements. By creating a more connected and business-relevant data strategy, we can reallocate costs to deliver on priorities.

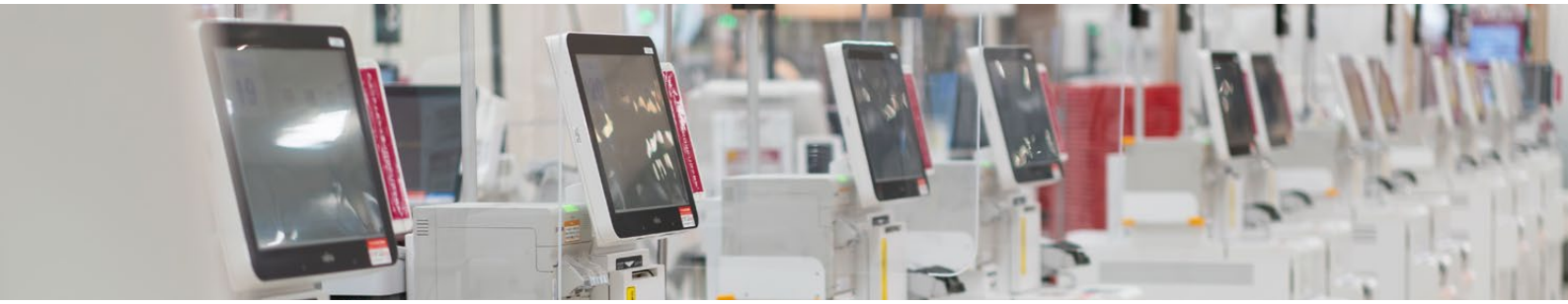
We provide a complete business strategy that mitigates risk: We can deliver a more secure data structure for you featuring always-on encryption and more compliant data management to mitigate the risk of complex changing data strategies.

We can give you unmatched data granularity and completeness and faster outcomes: The combination of a global, sophisticated services organization and a market-leading software company can give you a greater level of data depth, granularity, insight, and foresight.

We can consolidate your data in a third of the time it used to take: By consolidating analytical data from multiple solutions, we can provide more available, controlled, and meaningful data to end-users.

We provide a uniquely flexible as-a-service operating model: You can experience the benefits of our data-powered technology through an operating model that you aren't tied into.

We offer a safe and credible partnership: DXC is a safe pair of hands, capable of taking on the critical process of data strategy and delivery. Pure Storage has the foundational stability and credibility you need, built up over years of working with other retail organizations – it's a winning combination.



Supporting some of the world's biggest brands

Supporting a global CPG firm to optimize performance

We recently worked with a global CPG firm to enable data-powered modernization using Pure Storage FlashArray™. The company needed to upgrade existing platforms in two global data centers that were coming to the end of their natural lifecycles. The new environment needed to deliver improved speed and reliability while reducing per unit TCO.

Our solution of four new FlashArray platforms and a comprehensive migration plan of ~2600 servers meant they achieved a 73% reduction in physical storage and a 60% lower latency on SSD performance.

Driving transformation and lower costs for a global beverage manufacturer

We worked with a global beverage manufacturer to accelerate developer performance, expand their private cloud compartment and support business development in line with internal transformation initiatives. We were charged with improving existing automations without impacting developer productivity and IT SLAs while optimizing costs to support wider transformation ambitions.

We deployed a Pure Storage FlashArray X50 into the customer's private cloud compartment using DXC's Managed Services for VMware solution. Our solution delivered low latency (0.25ms read and 0.14ms write) performance, space savings and a simple, efficient self-service upgrade to ensure complete performance optimization.

T-Mobile

Helping T-Mobile bring products to market faster

Working closely with T-Mobile, Pure Storage delivered a container-as-a-service platform, aligned with its Portworx Enterprise solution to enable the business to better handle the entire data lifecycle management process. Pure Storage provided faster, simpler storage capacity to make provisioning, scaling and backup quicker and more secure.

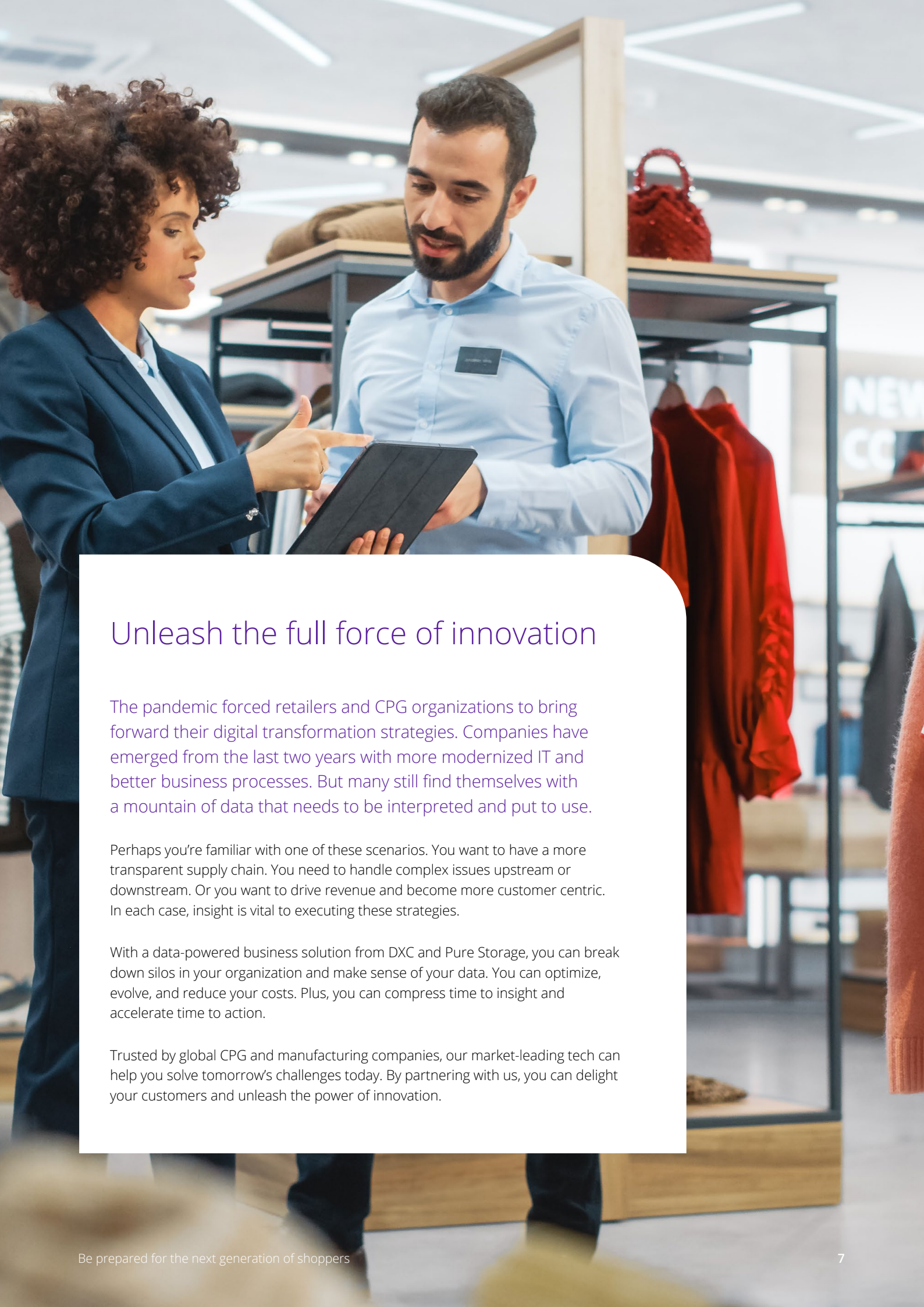
By shifting to a platform model, underpinned by Portworx Enterprise solution, T-Mobile was able to minimize outages and identify potential issues faster to become more efficient and responsive. Pure Storage helped improve agility too, with reduced time to market for new solutions – dropping from months to just hours.

Domino's

Supporting Domino's deliver more than just pizza

Domino's needed increased operational scale and speed to better analyze customer data and respond to changing market and customer needs. Through our powerful Pure Storage platform, we enabled the business to evolve to become truly customer focused, more resilient and connected.

Pure Storage's platform helped Domino's to dramatically scale its delivery capabilities, and the business is now able to sell over 3 million pizzas daily. Critical, fine grain customer insights have enhanced its customer experience to be more personalized, authentic and seamless while new tech capabilities have enabled innovative ventures like autonomous delivery and AI-powered experiences to support growth.



Unleash the full force of innovation

The pandemic forced retailers and CPG organizations to bring forward their digital transformation strategies. Companies have emerged from the last two years with more modernized IT and better business processes. But many still find themselves with a mountain of data that needs to be interpreted and put to use.

Perhaps you're familiar with one of these scenarios. You want to have a more transparent supply chain. You need to handle complex issues upstream or downstream. Or you want to drive revenue and become more customer centric. In each case, insight is vital to executing these strategies.

With a data-powered business solution from DXC and Pure Storage, you can break down silos in your organization and make sense of your data. You can optimize, evolve, and reduce your costs. Plus, you can compress time to insight and accelerate time to action.

Trusted by global CPG and manufacturing companies, our market-leading tech can help you solve tomorrow's challenges today. By partnering with us, you can delight your customers and unleash the power of innovation.

Learn more at **dxc.com**

About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission-critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. The world's largest companies and public sector organizations trust DXC to deploy services to drive new levels of performance, competitiveness, and customer experience across their IT estates. Learn more about how we deliver excellence for our customers and colleagues at **DXC.com**.

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