Transforming capabilities. Driving market share. Delighting customers.

Dimension Data is your strategic retail partner for accelerating intelligent transformation, modernizing operations and optimizing business processes everywhere.

Introduction

Creating the exceptional retail experience

To better understand customers and improve CX across all channels, retailers are turning to online portfolios that track customers' interests and purchases, and using multisensory stimuli to intensify shopping experiences. Marketing strategies increasingly incorporate "storytelling" promotional activities and social media, while selective sales distribution techniques are used to maintain exclusivity.

Intelligence derived from data and delivered where it's needed

Digital-first delivery, ecommerce and direct-to-consumer (D2C) models demand exceptional visibility and management of increasingly complex supply chains. Social commerce, ecommerce and conversational commerce are driving a shift to more seamlessly integrated payments. Retailers are also under pressure to reduce their carbon footprint, comply with regulations and become more transparent about ESG impacts.

With data-driven intelligence and the right support, you can increase the power and breadth of your portfolio of products and deliver the perfect experience within stores and across every engagement. You can become a digital and physical organization, delivering secure, harmonious, relevant, and sustainable customer experiences. And we can give you that support.

Intelligently informing your business for a true competitive advantage

As a **strategic retail partner**, we bring together **digital infrastructure and enterprise applications** to optimize business processes and enhance data-driven capabilities.

This is done through a **full-stack technology offering** that includes complete, flexible network, data center, infrastructure, database, SD-WAN and connectivity solutions with embedded security, supported by advanced enterprise applications and technology like generative AI.

Our **global data center network** brings the ability to host **hyperscalers at high availability** with throughput and global connectivity, and supports capabilities such as full automation, advanced network and performance analytics, aggregating technologies and predictive AI-enabled analytics.

With a **range of AI capabilities,** we can set up **new types of metrics** that are based on factual, empirical evidence across the entire organization. We also deliver insights into **consumer behavior** in online retail environments to help you understand changing preferences.

With these capabilities, you can:

- Grow your **B2C and B2B ecommerce** platforms and optimize **in-store operations**
- Expand the use of **location-based services**
- Develop **customized multichannel retail experiences,** based on in-store and digital journeys
- Enable more intelligent, connected **inventory tracking,** with dynamic product information

We can also support greater **supply chain efficiency, stocking, staffing, distribution and D2C models,** and **point of sale applications.**

Managing this real IT estate can be complex, but with our expert strategic and architectural consulting services and proven retail experience, we can help you define roadmaps and clearly prioritize, optimize and deliver new business cases focused on value.

Increase operational reliability, enhance efficiency and bring greater stability to your supply chain and retail operations

Accelerate digital transformation to modernize your operations

- We ensure you have the right infrastructure and application capabilities in place to leverage transformation effectively and minimize risk.

- We can extend the longevity of your technology in the most cost-effective way possible.

- Our full-stack technology offering can enable new digital capabilities and innovation through AI, machine learning, virtual reality and 5G.

Detailed visibility of operational performance for intelligent, real-time decisions

- We deliver complete observability of your supply, value and logistics chains globally for detailed visibility of operational performance.

- Through more centralized and complete control of data, advanced predictive analytics and real-time insights, we empower decision-makers and enable greater agility and responsiveness to market forces.

Empowering your business to be more efficient – and sustainable – while increasing speed to market

- Our advanced technology capabilities can help you maximize operational efficiency and reduce costs, while helping to drive sustainability initiatives and increase speed to market.

- Through continual innovation, delivered in a rapid, iterative way across your organization, we can accelerate new service offerings and support new business models.

- Advanced automation capabilities will help you increase operational efficiency and modernize and digitize service delivery while improving productivity across the whole value chain.

Delivering new capabilities to support and deploy new business models and service offerings at scale

- Through our AI capabilities, we can support smarter hyperpersonalization, engagement, inventory management, monitoring and optimization.

- We can help enable AI analytics to unlock new metrics and KPIs based on real-time, empirical evidence across the organization and entire supply and value chain.

- Our vast network infrastructure means we can support and deploy new business models and service offerings quickly, at scale, across every location you operate in.

A complete ecosystem of partners and deep understanding of retail requirements

- We bring the ability to leverage hyperscale HCI from Azure, Google and AWS.

- Our established ecosystem of relationships with partners like relationships with SAP, Oracle, Microsoft, Salesforce and ServiceNow even greater value and advanced capabilities for retailers.

- We bring a disruptive, coinnovation approach that combines fresh thinking and new ideaswith world-leading R&D investment to help keep you at the cutting-edge of change.

We're unique in a way that delivers value to your business

At Dimension Data we're different in a way that supports your strategic ambitions. Our global data centers mean we bring unmatched scale and capacity aligned to a truly world-class network. And our unique global capabilities and partnerships, matched by local expertise with feet on the ground, ensure increased flexibility and agility.

Ours is a collaborative model that helps you push boundaries. We're outcome-driven and take accountability for results.

We've been named a Leader in the **2023 Gartner® Magic Quadrant™ for Network Services, Global.[1]**

Our unique global capabilities and partnerships are matched by local expertise with feet on the ground

- Our global presence is matched with precise, reliable local delivery capabilities to support immediate responsiveness.
- Dimension Data brings an unmatched depth and breadth of specific retail expertise in every industry. Our dedicated retail team focuses exclusively on solving complex retail challenges across environments, operations, supply chains and more.

We bring a collaborative model with scalability built-in to support evolving enterprise requirements

- Our collaborative coinnovation model allows us to adapt to your strategic priorities as conditions change, while supporting new business models, service innovations and technology evolution.

We're outcome-driven and take accountability for results to support success

- We're a partner in the true sense of the word. Your success matters to us, so we're committed to putting your strategic ambitions first with future-proof solutions that support cost reduction in a way that aligns with growth goals.

1
  *Gartner, Magic Quadrant for Network Services, Global, Danellie Young, Karen Brown, Gaspar Valdivia, 22 February 2023

Let's create the experiences your customers deserve – together.

We have a unique reach within this sector. Of the top 15 retail companies by revenue, 33% are already clients of ours.

Dimension Data is a high-performing organization, and we are trusted by our clients. This reinforces our belief that a partnership between us – for managed services, business visibility and control – will deliver the strength and capabilities you need to create the exceptional experiences your customers expect.

Together, we can harness technology to improve your operations, advance your analytics capabilities and achieve your strategic goals.

We can deliver everything as a service under a single framework. And we can do it securely and sustainably across your entire organization, giving you the space to focus on innovation, transform your capabilities, grow market share and delight your customers.

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