



Optimize efficiency and innovation with AI

A private cloud for AI for retail



Hewlett Packard
Enterprise

To say that retail has seen its share of disruption these past few years would be an understatement. How consumers shop for everything from commodities to luxury items has shifted in favor of the customer and as such, retailers have adapted by creating new services, making products available across all possible channels, and tailoring their offerings to match a customer's specific preference. Data collected at the edge has enabled retailers to build these innovative ways of customer engagement and streamlined operations in more ways than previously possible. As retail transforms to create intelligent stores, handle the rise of e-commerce, and adapt to the increase of IoT devices, AI has emerged as the engine that allows retailers to navigate the road ahead at every turn.

The following are some key problems faced by the industry that AI can help solve for:

- **Global pressure on supply chains:** Retailers face significant challenges in managing supply chains that span different regions and countries. These include dealing with unpredictable disruptions, minimizing waste, and maintaining profit margins despite fluctuating costs and demand.
- **Diminishing consumer loyalty:** Customer loyalty is decreasing as consumers have more options and higher expectations for personalized experiences. The challenge lies in understanding and anticipating customer preferences to retain their business.
- **Keeping pace with innovation:** Innovating to stay competitive is imperative, but the rapid pace of change can introduce complexity and delay the time it takes to realize the benefits of these innovations.
- **Fraud detection:** Fraud can occur at various points of sale and through different channels. Retailers need to identify and prevent fraudulent activities to reduce financial losses and protect profit margins.
- **Security and compliance:** With the increasing amount of customer data being collected, protecting this data against breaches and complying with various regulations is critical. Retailers need to safeguard data during storage and migration while adhering to security and privacy standards.

Solving key challenges with AI

Retailers that invest in AI can outpace competitors, predict trends, identify issues that impact profit margins, and rapidly respond to demand. In fact, retail organizations are realizing the potential to improve their profit margin by an estimated 3x with AI-enabled solutions.

AI can help to:

- **Optimize operations:** Real-time data utilization enhances inventory management, dynamic pricing, and customer personalization, ensuring the right product is available through the right channel and at the right time to drive customer loyalty
- **Improve logistics:** AI-driven insights streamline supply chains and delivery processes, removing any bottlenecks or uncertainty with predictive analytics and monitoring



- **Enhance security:** AI can support advanced surveillance and asset protection to combat loss prevention in-store and fraud detection, no matter where it takes place within a retailer's ecosystem
- **Accelerate scalable IT Solutions:** AI capabilities allow IT teams to accelerate productivity of AI pilots and drive faster time to value from AI investments

A private cloud for AI for retail

HPE Private Cloud AI is the engine behind implementing these new value streams in your retail organization.

HPE Private Cloud AI, part of NVIDIA® AI Computing by HPE, is a turnkey private cloud solution for inference, retrieval augmented generation (RAG), and fine-tuning use cases. Codeveloped with NVIDIA, it delivers a cloud-based experience to simplify AI complexity, improve productivity, and speed time to value—while keeping data private, secure, and under complete control of enterprise IT. The solution can be deployed on-premises in colocations, edge locations, or data centers. And unlike full-stack AI solutions based on reference architectures that can take months to plan, build, and deploy with professional services, HPE Private Cloud AI is ready to use out of the box—providing productivity to AI and IT teams in minutes. All managed through HPE GreenLake cloud, it enables customers to expand and add AI capabilities as demand within the enterprise grows.



Key benefits of HPE Private Cloud AI

- **Instant AI productivity:** Get self-serve access to essential AI tools
- **Unified access to all your data:** Remove data siloes with one global namespace for seamless access to different data types, anywhere
- **Enterprise-grade confidence and control:** Protect data and models, and maintain performance and reliability of AI infrastructure, with multilayered controls
- **Cloud experience that keeps your data and IP private:** Deployed on-premises, designed for hybrid; flexible and modular with cloud technologies, economics, and scalability

Up and running in
three clicks

2x
increase in AI development
productivity¹

4x
faster time to
inference²

Flexibility
to consume and manage
as demand grows

¹ 90% developer productivity increase is based on 2023 UA data: Reduction in total time to build, train, evaluate and operationalize ML model using bespoke tools in comparison with fully integrated workflows and self-service access to data and ML frameworks.

² The 4x faster time to inference is in comparison with the typical DIY manual steps to operationalize large language model (LLM) versus automation in AI essentials (for example, virtual assistant chatbot solution accelerator with RAG).



Accelerate AI success with Hewlett Packard Enterprise and NVIDIA

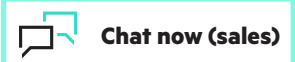
AI holds immense potential for driving transformation. However, the vast and fragmented ecosystem of AI software and hardware choices creates complexity and can jeopardize a company's most valuable asset—its proprietary data.

HPE Private Cloud AI helps to solve these challenges—simplifying complexity and improving productivity while managing enterprise risk from AI.

Wherever you are on your AI journey, HPE Private Cloud AI can help you accelerate success. Start fast, remain open, and consume flexibly to meet future AI opportunities.

Learn more at

[HPE.com/us/en/Private-Cloud-AI.html](https://hpe.com/us/en/Private-Cloud-AI.html)



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