# FUJITSU

# Empowering retail transformation

Redefining omnichannel experiences with Fujitsu PRIMEFLEX for Microsoft Azure Stack HCI

## Microsoft Azure

Azure Stack HCI: Extend your business to the cloud with an Azure hybrid solution.

While COVID-19 has accelerated the trend to e-commerce tremendously, in the after pandemic world, retailers are faced with a growing expectation from consumers to deliver a true omnichannel approach that provides a consistent, personalized shopping experience across both online and offline channels.

Beyond a strong online presence, this omnichannel strategy requires smart stores equipped with modern IT infrastructure that supports all the advanced latency-sensitive digital solutions that couldn't be delivered from the cloud due to bandwidth limitations – e.g., self checkouts or AI-driven real-time customer behavior analysis.

With PRIMEFLEX for Microsoft Azure Stack HCI powered by Fujitsu tower servers, Fujitsu offers a cutting-edge hyper-converged infrastructure that provides retail businesses with an extremely cost-efficient, high-performance and reliable IT foundation. This next-generation infastructure not only propels the digitalization of your retail stores but also seamlessly integrates with cloud services, providing a holistic solution for the evolving needs of modern retailers.

**www.fujitsu.com/global/pf4ashci**

## Benefits at a glance

- Optimized infrastructure resources
- Low-latency integration with response-sensitive in-store systems
- Enhanced operational efficiency
- Improved business protection
- Prepared for hybrid integration
- Pay-as-you-use model for software

# Smart IT for smart retail stores

Azure Stack HCI: Extend your business to the cloud with an Azure hybrid solution.

PRIMEFLEX for Microsoft Azure Stack HCI, deployed as a 1 or 2-node cluster with Fujitsu PRIMERGY TX tower servers, is an ideal infrastructure for all environments facing challenges of constrained budgets, space, power and IT staff resources. The solution is validated by Microsoft and includes the complete hardware and software, plus Fujitsu expert implementation services that make deployment and operation a breeze.

**Optimize infrastructure resources**
Minimize your infrastructure footprint and lower power and cooling expenses with a space-efficient hyper-converged infrastructure (HCI) solution that eliminates the need for external storage systems and LAN switches.

**Low-latency integration with response-sensitive in-store systems**
Establish a high-performance, low-latency IT infrastructure that provides consistent IOPS with sub-millisecond response times for all your response-sensitive in-store systems.

**Enhance operational efficiency**
Improve efficiency with centralized monitoring and management integrated into your existing Azure subscription. Benefit from seamless integration with both Azure and Azure Arc.

**Improve business protection**
Reduce downtime for all your retail store workloads with built-in resiliency for compute and storage in each cluster.

**Prepare for hybrid integration**
Seamlessly connect your retail store workloads to public cloud services for backup, site recovery, monitoring, identity access management, security, and more.

**Adopt a pay-as-you-use model**
Pay only for the required capacity at each individual store with a subscription-based Azure Stack HCI service.

**Fujitsu Server PRIMERGY TX** tower systems are robust and cost-efficient servers that provide rock-solid reliability for running business-critical applications. With its small form factor, low power consumption, and quiet and easy operation, these systems are a perfect fit for retail environments.

**Learn more about PRIMEFLEX for Microsoft Azure Stack HCI:**

→ **www.fujitsu.com/global/pf4ashci**