



Retail's Growing Power Needs: from Convenience Stores to Worldwide Chains

Stable, reliable power keeps the lights on and the cash flowing

5.5M

Retail Companies
across EU

Represents

11%

of EU GDP

99%

are SME (<250
employees)

The common retail goal: maximizing customer service and seamless transactions



Adapting to technologies

- Online shopping must be available 24/7 for customers around the world
- In-store collections require quick transmission of web order to remote store location
- Artificial Intelligence (AI) uses real-time data to sell more products to customers
- Cashless and self-service checkouts means lost sales when power goes down



Retail Risks

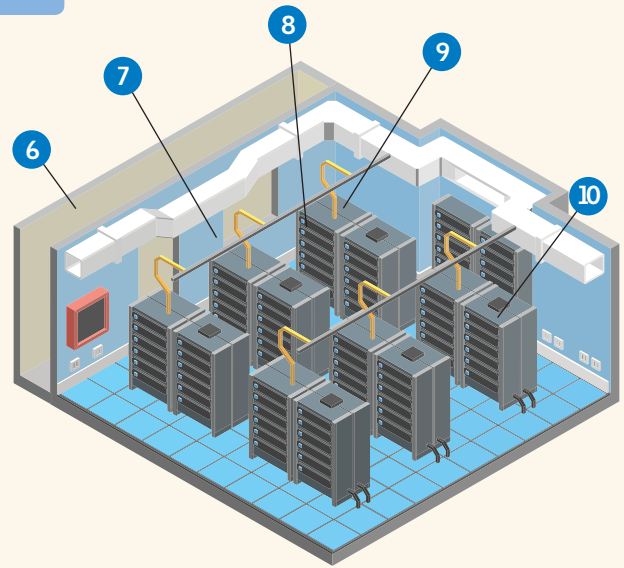
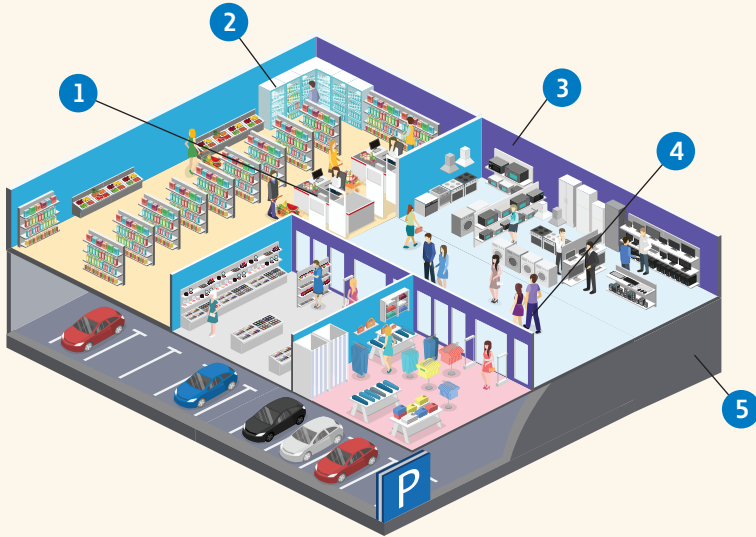
- **Website downtime** – 72% of reported losses are from a down site
- **Security** – Physical and cybersecurity threats are more prevalent.
- **Latency** – Without real-time inventory management stores can't accurately sell products



Uncovering opportunities

- Corporate data centers
- In-store network closets
 - > POS/register
 - > Car parking
 - > Cameras
- Distribution centers

Opportunities in retail: brick-and-mortar and online



Store

- 1 Point of sale / self-service checkout
- 2 Robots manage inventory
- 3 AR and VR experiences show product in context
- 4 Online component – in store collection
- 5 Network closet – reduced downtime protects profits, productivity and customer loyalty

Corporate & Data Center

- 6 High-demand data center
- 7 Product source-tracking
- 8 Robots/chatbots
- 9 Security threats (data breaches)
- 10 Data collection & storage personalizes shopper experience (in-store and online)

Success Story: Premium Lifestyle Brand



Solution:

UPSs - provide unmatched power performance, backup protection, efficiency and scalability

9PX 6kVA to 9PX11K – installed in standard stores

5P and 5S UPSs – in smaller stores

PredictPulse – alerts warn of UPS issues before they happen

Challenge: Inconsistent use of back-up power brands created reliability and customer service issues

Results: Eaton's dependability and proactive service have made a positive impact. Customer remains assured their questions and concerns will be handled promptly and personally.