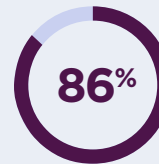# AI is changing the face of retail

Some technologies come and go, but others change industries forever. The potential of AI to drive efficient operations and improve customer experience — both online and in-person — is leading to long-term changes in the retail industry.

AI is improving the retail experience in many ways:

✓ **Omnichannel customer engagement and personalization**
Chatbots, dynamic pricing and promotions, and hyper-personalized marketing

✓ **Assortment planning and product innovation**
AI-powered product design, quality control, and assortment optimization

✓ **Merchandising and supply chain optimization**
Inventory management, automated theft and fraud prevention, and AI-powered logistics

✓ **Retail media and digital marketing optimization**
AI-generated content, sentiment analysis, visual search and voice commerce, AI-driven SEO/SEM

✓ **Store operations and digital commerce**
Smart shelves, cashierless checkout, augmented reality shopping experiences, store layout optimization

With so many potential uses, most retailers have begun to explore AI's possibilities:

86% report either having implemented AI or being within a year of launching their first AI applications.[1]

But accelerating the path to ROI may require new skills, new technologies, and new partners.

AMD

Smarter technology for all

Lenovo

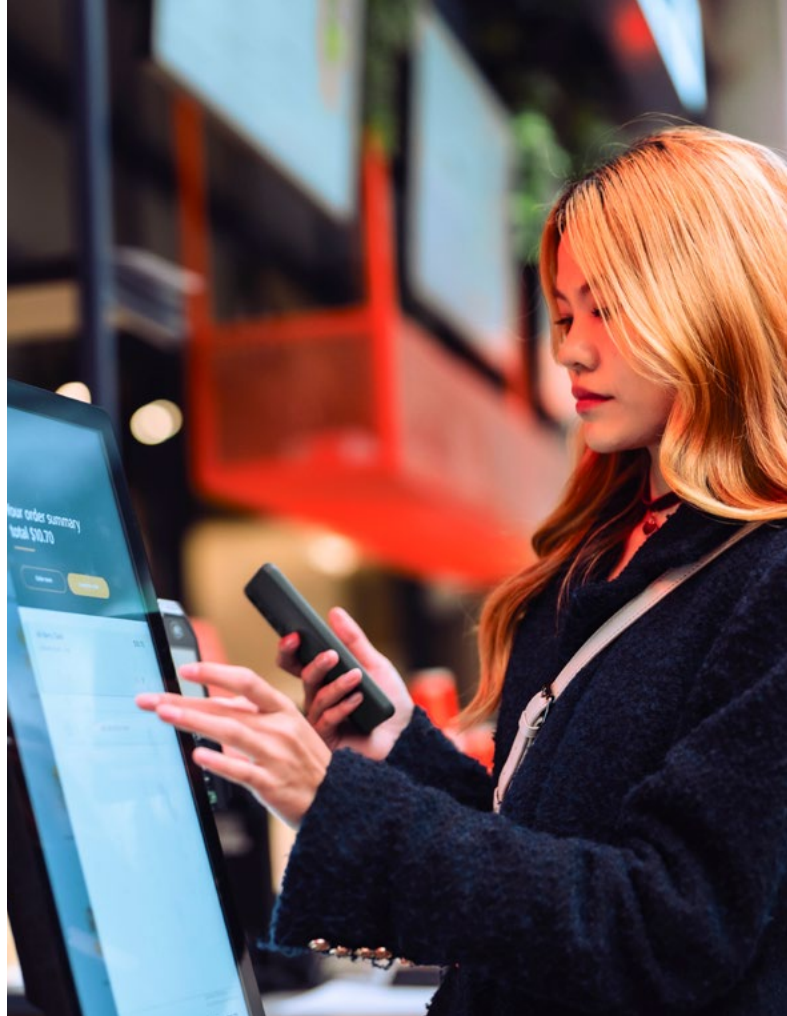# The performance you need from the edge to your data center

The retail industry is changing more quickly than ever before and so are demands on retail IT leaders. Leaders must be able to react faster and implement new processes quickly to meet organizational needs. You likely already have the data that will be leveraged for AI applications, but you also need to optimize the processes and infrastructure necessary to take full advantage. This may include putting serious compute power closer to store locations and improving connectivity.

Increase productivity with right-sized solutions

Address your organization's needs across the full spectrum of AI workloads with the right mix of CPUs, GPUs, compute options, software, and expertise from Lenovo. Lenovo solutions, powered by AMD, are ideal for AI workloads of all sizes wherever you need them: on-prem, in the cloud, or at colocation facilities; pre-tested and integrated to deliver turnkey hybrid AI solutions.
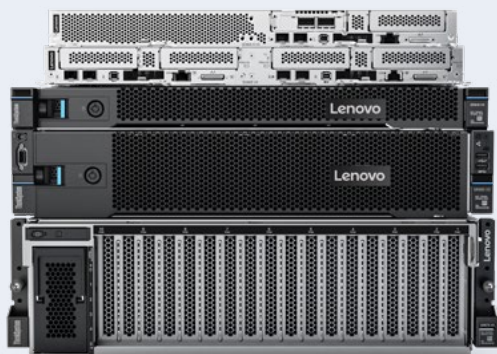
Lenovo servers have a well-earned reputation for reliability.[2] When combined with AMD processors they can help you address your retail-centric workloads and help you scale your business.

Lenovo ThinkSystem servers featuring **AMD EPYC processors** offer a variety of solutions for a host of retail environments.

AMD EPYC™ processors

AMD creates high-performing CPUs that power Lenovo x86 servers. Together, this partnership holds over 150 world records for performance.[3]

Lenovo ThinkSystem servers powered by AMD processors

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Scale with confidence

Together, Lenovo and AMD enable you to scale and evolve your AI operations. From the initial planning stages through the entire project lifecycle, flexibly manage your AI infrastructure and access Lenovo's global team of experts and robust as-a-service options to help ensure seamless growth.

Launch more quickly with proven resources

The **Lenovo AI Services Center of Excellence** (COE) helps accelerate AI solutions from ideation to reality quickly, cost-effectively, and at scale. **Lenovo AI Fast Start** helps prove the business value of use cases with ready-for-production AI solutions that leverage your data and focus on your specific needs.

Expertise at your fingertips

Lenovo AI Services provides comprehensive support, including discovery, strategy, advisory, planning, design and implementation, and AI system management. Our team of experts experts meet you where you are and help your organization define, deploy, and drive value from AI-ready infrastructure.

Manage growth on demand

Lenovo TruScale delivers on-prem and hybrid cloud solutions for AI applications with a flexible financial model to provide all the speed and security of private cloud with the flexibility and scalability of public cloud. Easily meet the changing demands of your business, including powerful AI initiatives, with the scalability of the latest technologies and a dedicated systems administrator.

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A partner you can depend on

Lenovo is a trusted partner to retail leaders around the world. Lenovo AI solutions leverage our global team of AI experts, with security and privacy at the forefront of the process. Our deep experience in scalable hybrid cloud infrastructure can help your organization move to the forefront of innovation.

Reliability and security with Lenovo

10 years

in a row, Lenovo ThinkSystem servers have been rated as the most reliable X86 servers in the industry[2]

5 years

in a row, Lenovo ThinkSystem servers have been rated as the most secure X86 servers in the industry[4]

To learn more visit our Lenovo and AMD page or contact your Lenovo sales representative.

Sources
1 Lenovo, "Lenovo Global CIO Report 2025," February 2025
2 Information Technology Intelligence Consulting, ITIC 2024 Global Server Hardware, Server OS Reliability Report, November 2024
3 AMD, "AMD EPYC™ Processor World Records," March 2025
4 Information Technology Intelligence Consulting, "ITIC 2023 Global Server Hardware, Server OS Reliability Report," September 2023

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