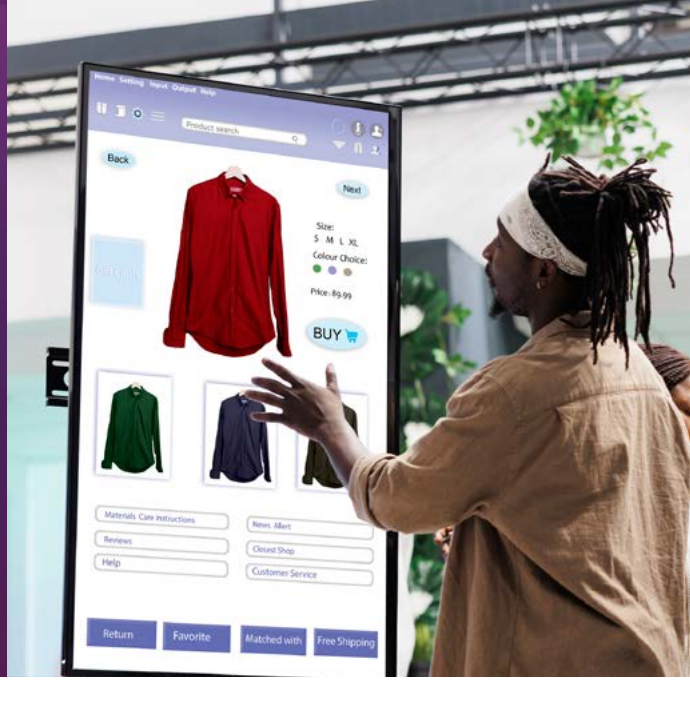


Create seamless retail experiences with AI at the edge.

Lenovo | AMD



In today's competitive retail industry, the battle for shoppers' attention is being won with digital innovation and insight-driven efficiency. Consumers want personalized, friction-free experiences. AI and edge computing can help enable this transformation.

Discover how Lenovo ThinkEdge solutions designed for the edge – and powered by the latest AMD EPYC™ processors – help provide a seamless platform for the future of retail.

Why AI at the edge?

94%
of retailers

plan to implement AI or machine learning by 2025.¹

80%
of retailers

increased investment in store technologies from 2022 to 2023.¹

Revenue growth

AI-driven personalization can be a revenue accelerator.²

Delivering apps and processing data with AI at the edge, closer to customers, can mean richer customer experiences, online and in-store, and streamlined operations.

- **Continuously increasing insight** through federated AI training and computer vision at the edge, to address challenges such as inventory loss.
- **Developing a full, data-driven view** of the business, minimizing blind spots.
- **Offering full omni-channel experiences** that merge the physical and digital worlds.
- **Helping retailers advance sustainability goals** to keep up with consumer expectations.



Achieve greater insight, security, capabilities and efficiency.

Edge computing overcomes different challenges compared to the data center. Solutions built on ThinkEdge SE455 V3 servers are purpose-built for retail locations. Powered by AMD EPYC processors, they can accelerate edge AI workloads and offer outstanding performance per watt.

Meet new customer expectations.

Use AI to improve customer and employee experiences.

- **Gain real-time insights** such as customer behavior, inventory levels, foot traffic, and sales trends.
- **Create an edge data repository** with ultra-fast NVMe storage to power AI training and computer vision.
- **Run large and demanding edge AI workloads** with up to 64 cores per socket.
- **Access AI expertise and tools** at the Lenovo AI Discover Center of Excellence.

Help retailers advance their sustainability goals:

- **Consume up to 32% less energy** than comparable servers with the exceptional performance per watt of AMD processors.³
- **Right-size your infrastructure** and reduce overprovisioning with Lenovo TruScale for Edge and AI.

Build seamless, retail-optimized edge AI infrastructure.

Choose servers that are the perfect fit for retail.

- **Place servers almost anywhere** with a small form factor and whisper-quiet operation.
- **Increase resiliency with a rugged design** that includes dust filtering, shock resistance, and reliable operation from 0-55°C.



Find the flexibility you need to meet changing business demands.

- **Run edge AI infrastructure as a service** with Lenovo TruScale for Edge and AI. Pay a predictable monthly bill with an authentic pay-as-you-go model.
- **Feed data-hungry edge AI models** with 2x more storage and 20% more PCIe acceleration options than competing edge servers on the market.³
- **Simplify management** with a single interface for your entire edge AI portfolio, with Lenovo XClarity management capabilities.

Streamline operations with efficient technologies.

Free up resources that you can spend on growing your business.

- **Get industry-leading performance per watt** with AMD EPYC processors.
- **Optimize costs** with an energy efficient, powerful edge server.
- **Save up to 50% in deployment costs** with Lenovo Open Cloud Automation software.⁴
- **Consolidate workloads on fewer servers**, such as data backup, hybrid cloud, and content delivery, with the high performance of AMD EPYC processors.
- **Reduce the need for in-house IT expertise** at every branch with managed services from Lenovo TruScale for Edge and AI.



Take the next step

at www.lenovo.com/amd-infrastructure

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¹ Gartner (2022), 2023 CIO Agenda Insights for the Retail Industry.
² McKinsey (2021, November 12th), The value of getting personalization right—or wrong—is multiplying.
³ Lenovo (2023, September 18), Lenovo Delivers Next-Generation AI at the Edge with Industry's Most Powerful Edge Server Based on AMD EPYC 8004 Series Processors, Providing Breakthrough Performance and Efficiency.
⁴ Based on internal Lenovo testing.