



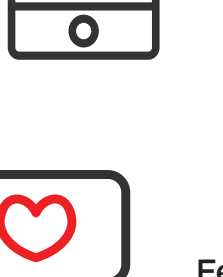
TRANSFORM AND SECURE RETAIL COMPUTING WITH IGEL

Retail Businesses Face Growing Competitive and Economic Pressures



THE DYNAMICS OF RETAIL ARE CHANGING

According to eMarketer, m-com (mobile-commerce) sales reach \$314 billion in 2020, which is \$200 billion more than four years ago and represents over 44% of all e-commerce sales.



SHIFT TO MOBILE COMMERCE

\$314B

mobile commerce sales generated in 2020¹

¹ Source: Forbes.com

FULL CONSUMER TRUST IS RARE

5%

of consumers place their trust in retailers to ensure their data privacy²

² Source: Consumer privacy in retail: The next regulatory and competitive frontier



Few consumers fully trust retailers to ensure their data privacy, according to Deloitte's recent survey on consumer privacy in retail

Online transactions can be made using computers, smartphones, and tablets. Global retail eCommerce sales are forecast to surpass four trillion U.S. dollars in 2020. source: <https://www.statista.com/page/top-sellers-e-commerce>

[READ THE RETAIL SOLUTION BRIEF](#)

Harnessing Technology is the Best Way to Gain a Competitive Advantage



But Retail IT Teams Face Significant Challenges

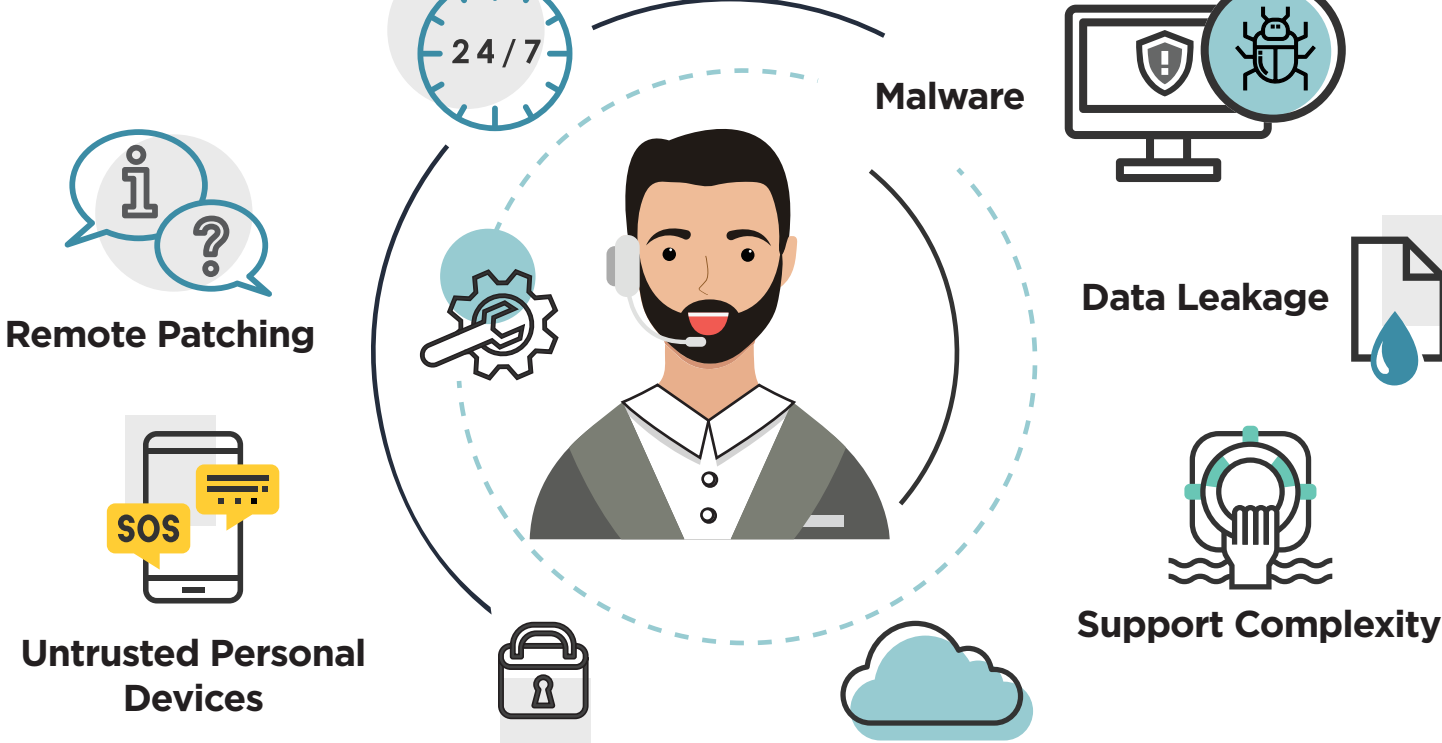
BUDGET PRESSURES

- Hiring Freezes
- Overextended Staff
- Aging Hardware
- Store Closures
- Shift to E-Commerce

OPERATIONAL CHALLENGES

- Complex Endpoint Management
- Incompatible Devices
- Inconsistent User Experiences
- Mergers & Acquisitions
- Growing Security Risks

Acceleration of Work-from-Home is Adding to the Pressure



Simplify Retail IT with Cloud Workspaces and IGEL OS-Powered Endpoints

1 Shift Windows from Endpoints to the Data Center or Cloud

Moving Windows from endpoints to the data center or cloud simplifies management and keeps data centralized for better security.

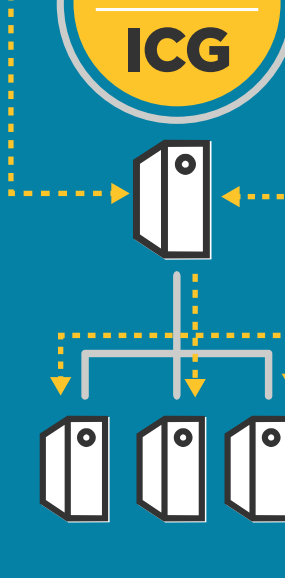


2 Streamline endpoint deployment

Together, IGEL OS and the IGEL Cloud Gateway feature enable a simple, no-touch device deployment experience on both corporate and home networks.

3 Perform endpoint updates faster and more reliably

The IGEL Universal Management Suite and IGEL Cloud Gateway make updates fast and ultra-reliable, including a unique "buddy update" feature that speeds updates and conserves bandwidth from office, store, or home.



4 Configure endpoints automatically based on context

IGEL OS-powered devices automatically adapt to unique retail services locations and usage models based on pre-configured profiles defined by the IT team.

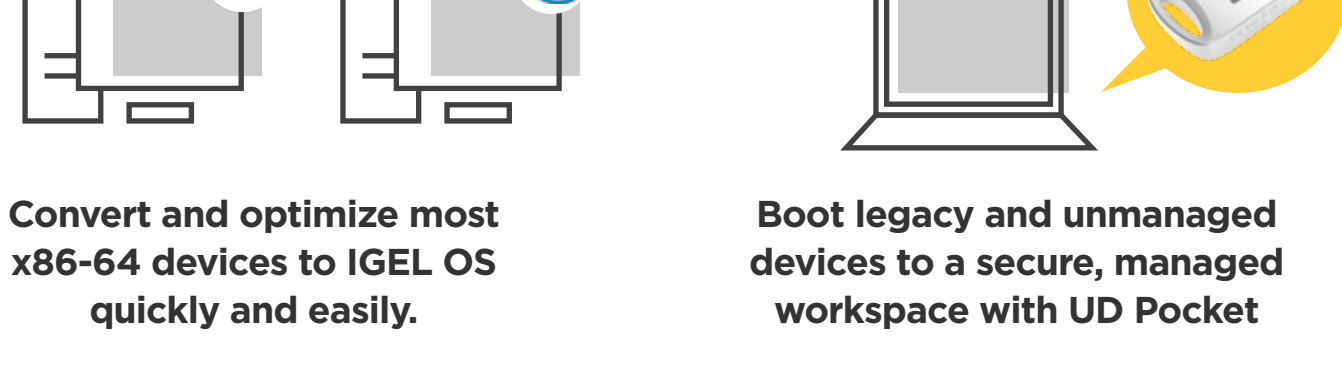
5 Deliver simple and efficient remote support

Secure shadowing enables technical support teams to assist users at home or at retail locations without on-site IT staff, as though they were standing right next to them.



EXTEND THE LIFE OF EXISTING HARDWARE

IGEL helps retail businesses extend the life of existing PCs and bring new devices from mergers and acquisitions under unified management quickly.



Convert and optimize most x86-64 devices to IGEL OS quickly and easily.

Boot legacy and unmanaged devices to a secure, managed workspace with UD Pocket

This helps retail IT move quickly and save money by deferring large hardware investments until they are truly necessary.

Reduce Risk and Simplify Compliance with Payment Card Industry (PCI) and Other Data Security Standards

Moving Windows workspaces and storage to the data center or cloud delivers immediate security and compliance benefits for retail firms. IGEL extends this added assurance to endpoints by creating a complete "chain of trust" from device boot to cloud workspace execution.

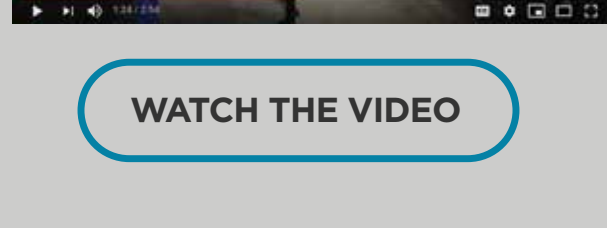


SUCCESS STORY:

BUDD BAER AUTO DEALERSHIP

Learn how Budd Baer Auto Dealership used IGEL to:

- Reduce TCO and IT support burden
- Simplify IT management and optimize staff time
- Improve user flexibility and experience



[WATCH THE VIDEO](#)



IGEL IS THE SIMPLE, SMART, AND SECURE WAY FOR RETAIL ORGANIZATIONS TO **DEPLOY, MANAGE, AND CONTROL** ENDPOINTS.

TO LEARN MORE OR REQUEST A FREE TRIAL, VISIT [IGEL.COM](https://www.igel.com)

IGEL next-gen **EDGE OS** for cloud workspaces