

Embracing the evolution of retail

How to get ahead of industry trends with DXC and Pure Storage®

Retail has evolved more in the last decade than in the whole of the previous century.

From the rise of digital to the complete shift in consumer habits, these new trends are giving retailers an opportunity to unleash the potential of their business for **profitable, sustainable growth**.

The trends to watch

Key [Click to find out more](#)

-  Becoming truly customer-centric 
-  Driving revenue growth through omnichannel 
-  Gaining greater efficiency through IT modernization 
-  Improving supply chain operation 

Innovation begins with data

DXC and Pure Storage empower you to get ahead of these trends and become an innovative, future-ready enterprise. Our cutting-edge, data-powered solutions address your unique business needs to help you achieve critical outcomes.

Together, we make sure you get the value you need from your data to **transform** and **innovate**.

It's outcome-driven transformation

DXC and Pure Storage make solutions that are industry-relevant and focused on outcomes. By creating a more connected strategy, we can reallocate costs so that you deliver on your priorities.

Where are retailers on their transformation journey?

Stories of data-driven transformation delivered by DXC and Pure Storage for some of the world's leading retail and consumer packaged goods companies (CPG).

Click below to discover the outcomes:

Discover how DXC and Pure Storage can help you unlock more business value from your data and prepare you for the future of retail.

Take the next step to see what we can do for your organization:

————> [Read the paper](#)