



# Supermicro + AMD “Better Together” Retail Messaging Development

09.22.2025

# OVER-ARCHING JOINT RETAIL MESSAGING PROCESS

## RADICAL CLARITY

### Internal Audit

- Current messaging and market review
- Stakeholder interviews (4)

### Landscape Assessment

- Supermicro retail competitive messaging

### Quantitative Research

- Prioritization of pain-points, features, and benefits

## VALUE PROP WORKSHOP

### Value Proposition Development

- Leverage overall “better together” value proposition
- Determination of what position and value delivered to the retail vertical are unique

### Positioning Statements

- One to two sentences that bring the theme to life

## MESSAGING DEVELOPMENT

### Final Retail Message Map

- 3 pillars with benefits
- Supporting proof points

### Messaging Guide Inclusion

- Retail messaging addition

## MESSAGING EXECUTION

### Creative Concept and Execution Applications (TBD, not included)



# SUPERMICRO + AMD RETAIL INTERVIEW LIST

## AMD STAKEHOLDERS

|              |           |                 |
|--------------|-----------|-----------------|
| Aaron Behman | Completed | August 15, 2025 |
| Eric Frazier | Completed | August 26, 2025 |

## SUPERMICRO STAKEHOLDERS

|                  |           |                   |
|------------------|-----------|-------------------|
| Marc Del Vecchio | Completed | August 15, 2025   |
| Eric Frazier     | Completed | August 26, 2025   |
| David Nielsen    | Completed | September 9, 2025 |





**RETAIL  
COMPETITIVE**



# COMPARISONS: OVERALL

|              | Dell                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | HPE                                                                                                                                                                                                                                                                                                                                                      | Lenovo                                                                                                                                                                                                                                                                                                                                                                                                                        | Supermicro & AMD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| KEY IDEAS    | <p><b>“Every customer gets exactly what they need with our retail IT solutions”</b></p> <ul style="list-style-type: none"><li>• Capturing and analyzing data at scale</li><li>• Boosting profitability</li><li>• Driving operational efficiency</li><li>• Minimizing security vulnerabilities</li><li>• Smart retail (connected idea)</li></ul>                                                                                                                                    | <p><b>“Unleash operational resilience in retail with modern edge computing”</b></p> <ul style="list-style-type: none"><li>• Optimizing retail operations</li><li>• Promoting seamless connectivity</li><li>• Enhancing security and compliance</li><li>• Driving transformation from edge to cloud</li></ul>                                             | <p><b>“Exceptional Retail made possible”</b></p> <ul style="list-style-type: none"><li>• Optimizing revenue streams and growth</li><li>• Establishing a higher standard of customer value</li><li>• Streamlining retail operations with integrated IT</li><li>• Ensuring products are always available and accessible</li><li>• Integrating reliable security tools</li></ul>                                                 | <p><b>“Accelerate Retail Transformation with AI-Powered Solutions”</b></p> <ul style="list-style-type: none"><li>• Enabling retailers to drive innovation</li><li>• Enhancing customer experiences and driving growth</li><li>• Achieving strategic growth using advanced machine learning algorithms and deep neural networks</li><li>• Enhancing security and inventory management</li></ul>                                                                                                                                                                         |
| KEY MESSAGES | <ul style="list-style-type: none"><li>• Cloud-based infrastructure</li><li>• Use data-driven Intelligence: to increase revenue, improve margins, and enhance customer experiences.</li><li>• A ubiquitous multi-channel platform that supports consistent consumer and staff experiences.</li><li>• Strengthen asset protection, loss prevention, and secure transactions with advanced cybersecurity.</li><li>• Customer-centric innovation</li><li>• Gen AI for retail</li></ul> | <ul style="list-style-type: none"><li>• Streamlined and scaled retail operations with agile, cloud-ready infrastructure.</li><li>• Integrated AI that powers smarter decisions, automation, and personalized customer experiences.</li><li>• Smart, secure retail, modernized edge to cloud, and embedded data protection.</li></ul>                     | <ul style="list-style-type: none"><li>• Modernizing retail operations through the combined power of IoT, edge computing, AI, and Lenovo Think devices.</li><li>• Connected infrastructure that boosts engagement and seamless system integration.</li><li>• Simplified efficiency and frictionless sales with Lenovo tech, enabling faster checkouts and smoother customer experience.</li></ul>                              | <ul style="list-style-type: none"><li>• Modernizing the employee experience for a more efficient work environment.</li><li>• Optimizing supply chains by predicting demand, managing inventory levels, and enhancing efficiency.</li><li>• Helping retailers better understand and track their inventory and increase the effectiveness of security solutions to prevent product shrinkage</li><li>• AI-powered shopping advisors deliver personalized recommendations and experiences to consumers, improving customer ratings and reducing sales friction.</li></ul> |
| INDUSTRIES   | <ul style="list-style-type: none"><li>• Grocery, Pharmacy, Warehouse: Real-time inventory and predictive analytics reduce waste and improve availability</li><li>• Convenience &amp; QSR: Personalized experiences using mobile POS, and automation</li><li>• Apparel, Big Box &amp; Department Stores: Scalable omnichannel infrastructure</li></ul>                                                                                                                              | <ul style="list-style-type: none"><li>• Grocery, Pharmacy, Warehouse: Real-time inventory, smart shelving, &amp; demand forecasting.</li><li>• Convenience, Fuel Retail: Personalized experiences with AI-driven recommendations &amp; secure checkout</li><li>• Apparel, Big Box &amp; Department Stores: Scalable omnichannel infrastructure</li></ul> | <ul style="list-style-type: none"><li>• Grocery, Pharmacy, Warehouse: Real-time inventory, electronic shelf labels, edge-powered checkout</li><li>• Apparel, Big Box, Department Stores: AI-powered personalization, mobile POS, omnichannel infrastructure, and customer analytics</li><li>• QSR, Hospitality, Pop-Up: Compact, portable solutions like self-order kiosks and mobile POS for service optimization.</li></ul> | <ul style="list-style-type: none"><li>• Omnichannel &amp; Big Box Retail: Real-time inventory tracking, customer behavior analytics, and dynamic pricing</li><li>• Convenience &amp; Grocery: Enhanced in-store efficiency and security for facial recognition, predictive loss prevention, and smart shelf monitoring</li><li>• Fashion, Specialty &amp; E-Commerce: AI-driven recommendation engines, virtual shopping assistants and product discovery</li></ul>                                                                                                    |





**WHY  
WE'RE HERE**



## MESSAGING MANDATORIES

**CORRECT ALTITUDE** that engages on ideas and educates on products

**PROPER DEPTH** that grounds everything in facts and details

**RIGHT EDGE** to reach new retail customers while also disrupting Intel/NVIDIA incumbency

**CAREFUL BALANCE** between partners

**COMPLETE TARGETING** of both end customers and ISV/SI partners

# HOW DO WE DEFINE SUCCESS?



## Success Criteria

1

### INCREASE DEPTH OF BRAND AWARENESS

Ensure that customers don't just know who we are, but that they understand everything we do.

2

### DE-RISK THE RELATIONSHIP

We must find ways to properly position the partnership for skeptical decision-makers.

3

### FOCUS ON MORE THAN PRODUCTS

We must highlight shared attributes and attitudes that shape how both brands build and deliver value.

4

### MAKE OUR BIG IDEAS MATTER

We should show how these unique POVs directly shape solutions.

5

### DRIVE SALES CONVERSATIONS

Everything we do should help animate and organize other important sales and marketing vehicles.

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# **OUR EXISTING UMBRELLA MESSAGING**

SUPERMICRO + AMD RETAIL MESSAGING

## UMBRELLA VALUE PROPOSITION

### SUPERMICRO + AMD HELP YOU BUILD FOR WHAT'S NEXT

Evolving AI and accelerated workload demands aren't just testing data center constraints, they're surpassing them. Supermicro and AMD empower IT leaders to do the same. Our shared history has been about choices that set us apart, and the solutions we deliver as partners help businesses get and stay ahead.

Uncompromised choice, unprecedented economics, and unmatched time to outcome—**this is how Supermicro and AMD help you surpass limits and build for what comes next.**

# UMBRELLA VALUE PROPOSITION PILLARS

## BUILD FOR WHAT'S NEXT

### SOLUTION CHOICE

From AI workloads to new kinds of edges, the shape of data center demand is changing. Supermicro and AMD empower breakthrough IT flexibility with a combined portfolio of nearly endless solution options, each optimized and ready for day 1 deployment.

Our partnership is always focused on building for what's next, working with other technology leaders to ensure your business is always ready for the next opportunity.

### PERFORMANCE ECONOMICS

While technology enables innovation, discipline creates value. With AMD's record of setting and beating ambitious efficiency goals and Supermicro's liquid cooling industry leadership, customers get unmatched performance at an unbelievable TCO.

Whether the goal is foundational modernization or AI everywhere, our breakthroughs in both performance and efficiency are resetting the rules on data center economics.

### SPEED TO OUTCOME

Technology must always drive faster time to value, especially with opportunities like AI always in motion. That's why we're, building, testing, and shipping validated designs faster than other Tier 1 vendors.

We're also leading the market in rack-scale deployment, giving you the confidence to build at a pace that puts—and keeps—you ahead of the competition and always ready to build for what's next.



# **UNDERSTANDING THE CUSTOMER**



“Customers would enter single file, pick up a basket, shuffle through a turnstile, and then head down a winding one-way route that would guide them past every item in the store, anticipating the hell of today’s Ikea by about fifty years. The path they were forced onto would pass only heavily branded prepackaged goods—items that could speak for themselves and didn’t need a clerk to recommend them—which customers could size up, fondle, select, and replace to their heart’s content. Finally, after winding through the store, the line would empty out at a bank of checkout counters where the customer could choose the shortest line and pay.

**“It was an inverted assembly line with the customer as belt.”**

-- The Secret Life of Groceries, Benjamin Lorr

# THE MATURITY CURVE



## THE RETAIL MATURITY CURVE

1

LEADERS & BLEEDERS

2

STEP BY STEP

3

SAFE AND SLOW

## SCANNING THE MAP





SUPERMICRO + AMD RETAIL MESSAGING

## TRYING TO UNDERSTAND THE MATURITY CURVE

- Cloud-first simplicity
- Lack of technical debt



GROCERY



HOSPITALITY



QSRs



GAS/CONV



BIG BOX/TRAD



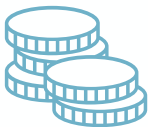
ECOMMERCE

- More like traditional enterprise
- Traditional branch challenges



# **RESPONDING TO CHALLENGES**

## SPECIFIC BUSINESS AND INFRASTRUCTURE CHALLENGES



**COSTS**



**COMPETITORS**



**CUSTOMER DEMANDS**



**COMPLEXITY**



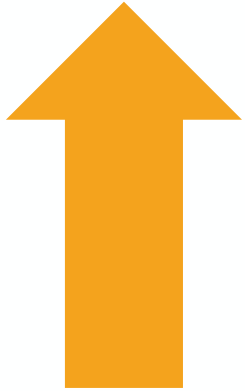
**TECH DEBT**



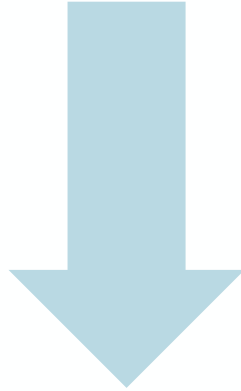
**OPERATING CONDITIONS**

SUPERMICRO + AMD RETAIL MESSAGING

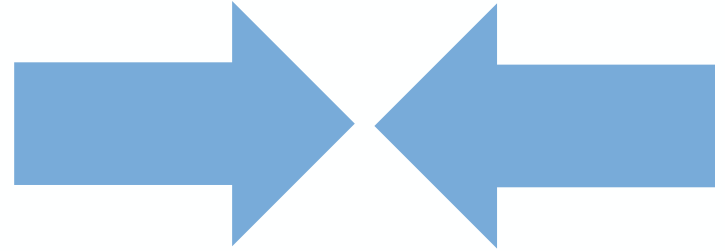
## SOLVING CHALLENGES INSIDE THE BUSINESS



**Increasing** customer  
engagement and  
profitability

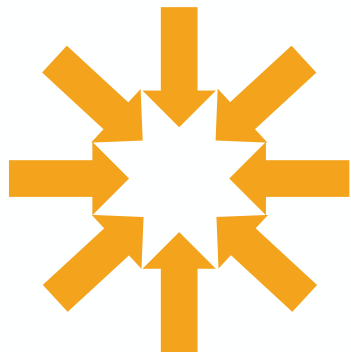


**Reducing** operational  
costs and  
inefficiencies



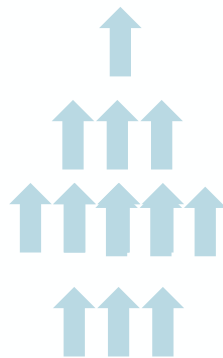
**Closing the gap** with  
competitors (local or  
e-commerce)

## SOLVING CHALLENGES FOR INFRASTRUCTURE



### MULTI-LAYER SIMPLIFICATION

- Data center consolidation
- Software stack simplification/platformization
- Hardware consolidation / virtualization



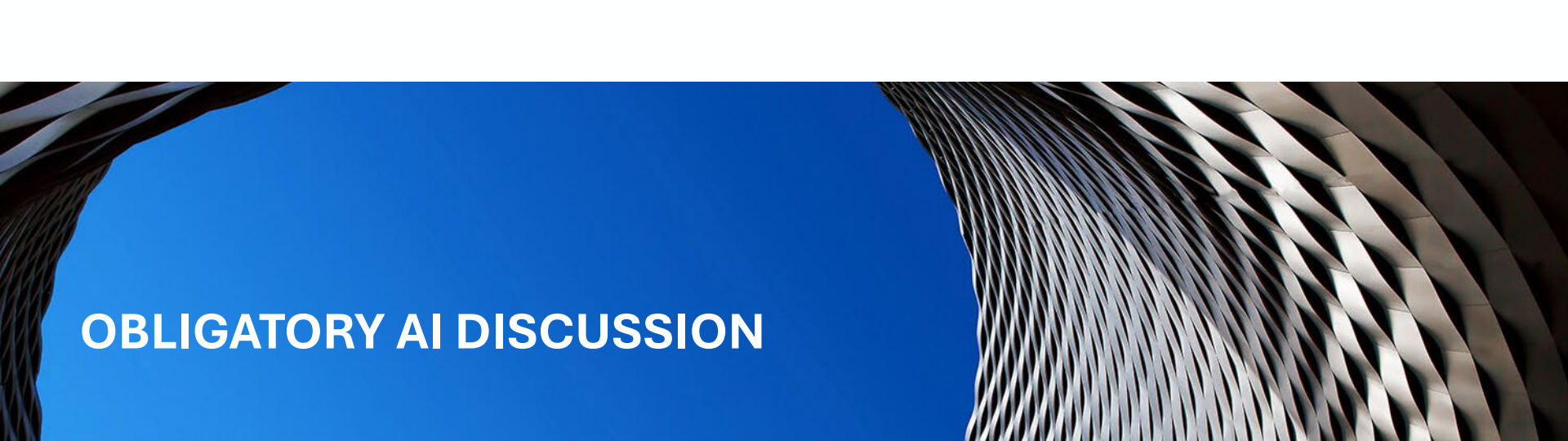
### MODULARITY

- Mix and match ISV components
- Modular HW lets retailers flex and scale



### BUILDING TO THE EDGE

- Virtualization reduces the complexity
- CPU/GPUs increase capacity



# OBLIGATORY AI DISCUSSION

Retailers grapple with AI by prioritizing efficiency and ROI, validating solutions via expert partners and pilots, and focusing on safe, proven use cases amid constant hype and rapid innovation.

- Validate through trusted partners and real-world pilots before rollout
- Focus on proven, cost-justified applications like loss prevention, analytics, and customer experience
- Avoid risky, untested projects; make “safe bets” driven by return on investment
- Rely on ISVs and integrators for embedded AI rather than building custom models

## OLD TO NEW USE CASES



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# **INTERVIEW THEMES**



## FOCUS ON COST

**No surprise: margins remain thin (even before tariffs).**

“ If it works, don't fix it, especially on the edge.”

“ Having that TCO is important, even if they (ISV's/SI's) aren't the ones buying. TCO is important to them too because they have to sell the whole project to a retailer.”

“ Even in the black, they tend to protract their refresh cycles more than other industries in terms of infrastructure...”

“ Retail is very keeping up with the Joneses. So, if their competitors are doing something, they want to do it too. But they're not going to do projects that don't make them money or have some kind of return.”



## FRANTICALLY BUILDING FOR ADVANTAGE

**Retailers are desperate to squeeze more from online and offline assets.**

“Retail is challenged with creating an experience that ... invites and encourages customers to actually visit the brick and mortar right away from the screen.”

“They’ve got to be able to essentially transform these brick-and-mortar locations to micro warehouses that are very close to the edge with the customer, to close that gap with ecommerce.”

“Retailers are being very challenged by the speed of technology that the ecommerce companies are able to leverage. They take advantage and move very quickly.”

“If I don’t upgrade my customer experiences every year, I’m losing business as the ecommerce retailers get better at what they do. The retailer has to figure out a way that their brick-and-mortar overhead operation is an advantage.”



## SOLID REPUTATIONS

**Both AMD and Supermicro have brand heft.**

“ I don’t run into hardly anybody in the tech business that don’t already know who Supermicro is, and we’ve become more prevalent over the last couple of years being very strong, especially in AI.”

“ Supermicro. We make great boxes. But honestly, most people don’t care, so we have a name recognition issue up front. But once we start talking a little bit, you’re like, oh, okay, I didn’t know that.”

“ We (AMD) have a really distinct TCO advantage. That story needs to get bigger.”

“ AMD has executed very well over the last five years. And used to be maybe you never got in trouble for going with an alternative to AMD. Now you probably significantly questioned if you didn’t go with AMD or didn’t have a strong consideration or analysis of AMD solution.”



## SELLING TO AND THROUGH

### What about software and ecosystem compatibility, especially around AI?

“ It is really the ecosystem that makes retail possible... unless I have that complete ecosystem behind me. So that's where we've spent a lot of effort cultivating good strong ISV partners that we go to market with.”

“ They're not doing that themselves. They have partners that do that. They'll probably turn to a partner that they trust and say, 'Hey, I'm interested in this—what can you recommend to me?’”

“ Most of the bigger brands...rely on their system integrators. They're the ones who are going to load the software, deploy to stores, you know. So they rely on them.”

“ There's almost a blurred line around where AMD ends and Supermicro starts. There's a real partnership—sharing info, connecting teams, and affecting change at accounts.”

## TOGETHER, ONLY SUPERMICRO AND AMD CAN...

“provide the best experience and price performance for customers”

“come up with unique offerings that offer best value for the dollar and solution... at amazing speed”

“Supermicro just seems to be first to market with innovative solutions”

“provide infinite configurability and customization, turning around new architectures quickly to meet unique customer needs”

“help customers create an open ecosystem that gives them choice—enabling use of both AMD and NVIDIA, avoiding vendor lock-in, and supporting rapid innovation”

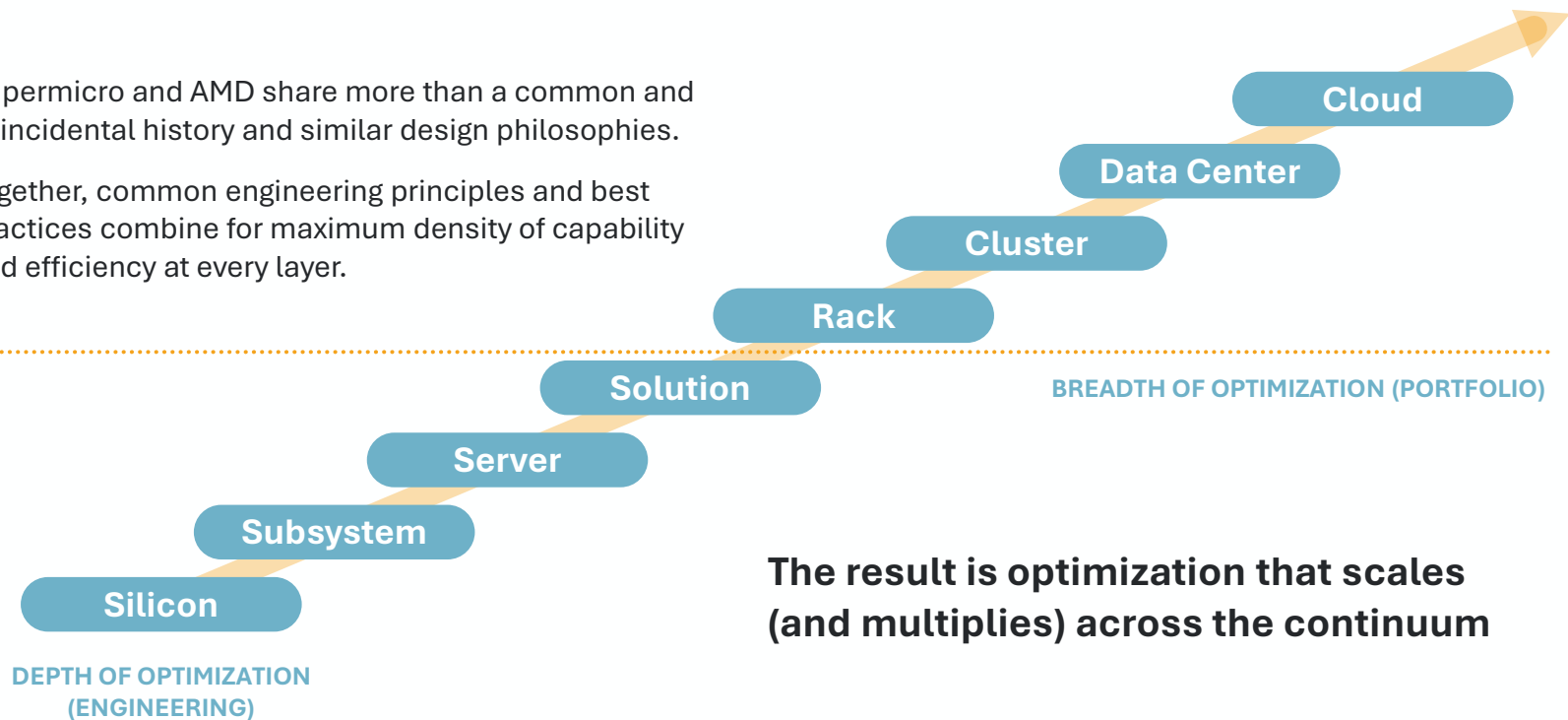
The background of the image is a blue-tinted photograph of a cable-stayed bridge. The bridge's central pylon and its numerous stay cables are visible, creating a symmetrical pattern. A large, thin white circle is centered over the bridge, framing the text.

**FROM OUR FIRST  
ROUND**

## AN EMERGING SHARED VISION

Supermicro and AMD share more than a common and coincidental history and similar design philosophies.

Together, common engineering principles and best practices combine for maximum density of capability and efficiency at every layer.





**ASSETS &  
ATTRIBUTES  
INVENTORY**

## BRAND ASSET AND ATTRIBUTES

### OVERLAPPING HERITAGES

- History of challenging status quo
- Supermicro as 2nd wave “millennial” hardware leader
- IYKYK West Coast reputation
- Commitment to open ecosystems (enterprise compute and AI)

### ENGINEERING-LED CULTURES

- Distinct approaches to engineering components and products (modularity, re-use, etc.)
- Cautious movement from components to solutions
- Continuous innovation across complete solutions

### BREAKOUT AI LEADERSHIP

- Market-leading GPU and accelerator options
- Powering some of the world’s largest GPU clusters
- Open ROCm™ software ecosystem
- Complete AI solution portfolio, from HW to SW and enabling services

### ECOSYSTEM PARTNERSHIPS

- Long industry presence
- Close ties with leading SIs
- Collaborate with ISVs around validated solutions
- Help shape the future of the industry as a partner, not vendor

## BRAND ASSET AND ATTRIBUTES

### COMPLETE SOLUTION STACK

- AMD products, solutions, software and tools
- Supermicro components, servers, solutions, and rack/DC solutions
- Combined services
- AI-ready GPUs, CPUs, accelerators, and complete (up to) cluster-scale

### PERFORMANCE LEADERSHIP

- Densest, most efficient compute
- Consistent benchmarks leadership, including edge workloads
- Dominance in AI
- Transformational modernization and consolidation math

### POWER/THERMAL INNOVATION

- Early shared commitments to green/efficiency
- AMD power story including 25x20 commitments
- Lower power EPYC™ 4004/4005 and 8004 series
- SMC power story across D2C, D2P, LC, etc.
- Unique LC form factors

### MULTISCALE DEPENDABILITY

- Continuous system uptime in real-world retail/edge environments
- Lower costly service calls and downtime
- Robust design limits failure in tough, poorly controlled sites
- Long hardware life cuts churn and re-integration risks

## BRAND ASSET AND ATTRIBUTES

### RACK- & CLUSTER- SCALE INTEGRATION

- Leadership in solid modular data center design
- Solution completeness: HW + SW and networking
- Solution readiness: complete design, build, validate, test service expertise
- ISV validation

### SPEED TO SOLUTION, MARKET, & DEPLOY

- Close, consistent, customer collaboration
- Willing to build/adapt new SKUs
- Modular design enables faster “last inch” customization
- Robust POC/seed unit program

### SUPPLY CHAIN RESILIENCE

- USA product design and manufacturing
- Multi-source manufacturing and advanced logistics reduce risk of disruption
- Robust global supply chains ensure consistent product availability for retailers
- Supply chain restructuring

## BENEFITS TO CUSTOMERS

**OVERLAPPING HERITAGES** BRING OUTSIDE-THE-BOX THINKING TO RETAIL CHALLENGES

**ENGINEERING-LED CULTURES** MEAN A RELENTLESS FOCUS ON DRIVING/ACCELERATING VALUE FROM IT INVESTMENTS

**BREAKOUT AI LEADERSHIP** HELPS US BUILD TOWARDS SUCCESSFUL, SUSTAINABLE AI

**ECOSYSTEM PARTNERSHIPS** ALLOW US TO LEVERAGE ISVs/SIs WE TRUST

**COMPLETE SOLUTION STACK** LETS US SCALE SIMPLER AND FASTER IN THE DATA CENTER OR AT THE EDGE

**PERFORMANCE LEADERSHIP** KEEPS US IN PACE WITH AGGRESSIVE ENTERPRISE/AI DEMANDS

**POWER/THERMAL INNOVATION** ENABLES MORE CAPACITY, EVEN AGAINST HIGHER CONSTRAINTS AND ON THE EDGE

**MULTISCALE DEPENDABILITY** MEANS PLATFORM—AND BUSINESS — STABILITY

**RACK- & CLUSTER-SCALE INTEGRATION** HELPS US BUILD IN LARGE, VALIDATED PIECES OF INFRASTRUCTURE

**SPEED TO SOLUTION, MARKET, & DEPLOY** GIVE US FAST ACCESS TO THE SOLUTIONS WE NEED

**SUPPLY CHAIN RESILIENCE** HELPS US AVOID UNEXPECTED FULFILLMENT AND DEPLOYMENT DELAYS



**VALUE  
PROP/PILLARS**

# VALUE PROPOSITION

## MASTERING THE NEW FUNDAMENTALS OF RETAIL TECH

Delighting customers, detecting risk, driving automation; retailers ask a lot from technology, and AI only multiplies these demands. But tomorrow's possibilities can't be limited by yesterday's constraints; whether it's inefficient data centers, ineffective operations, or an underpowered, overworked, distributed edge.

From seamless CX and infinite personalization to instant insight and adaptive supply chains, bigger innovation always starts at better foundations. That's why AMD and Supermicro work with leading ISVs and other industry partners to deliver cutting-edge, cost-smart solutions that accelerate AI, reboot the edge, and unlock retail-ready technology value. **These are the new fundamentals of retail technology—let's get building.**

## MESSAGING PILLARS

### CONFIDENCE

Leaders know smart AI planning starts deep in the business, not tech stack. But next-step confidence gets complicated fast, even for ideal AI use cases. Technology moves so fast, leaving nothing feeling foundational. And when the bets are this big, the next step must be the right step, every single time.

That's why Supermicro and AMD work with partners across the AI ecosystem to help customers go from vision to day one with maximum certainty, on prem, at the edge, or across clouds old and new. While AI will always generate unknowns, platform performance can't be one of them.

- **AI ecosystem guidance and partnerships** help you navigate AI opportunity and obstacle with equal ease as you bring HW, SW, and data together—then deliver it
- **The best infrastructure choices** in the industry: cutting edge and complete (HW/SW/storage/networking), on prem or in the cloud
- **More solution paths than anybody else** mean that from nearly any place in the business – to any GPU environment, we can get (and keep) your AI efforts moving
- **Platforms trusted by leading AI builders and integrators**, ensuring your solution is ready for any AI workloads

## MESSAGING PILLARS

### SPEED

The future belongs to orgs who can turn thinking slow into moving fast, expertly embedding AI into the business, nurturing it with the right data, and waiting for that flywheel to kick in. Speed then becomes a force multiplier, enabling even late AI movers to rapidly iterate, evolve, and optimize on their way to advantage.

This is why the biggest AI builders in the world trust Supermicro and AMD experts and solutions to keep pace with their need for total acceleration. Every product we engineer, every partnership we finalize, every advance we make, it's all designed to move your business and technology faster.

- **Jump into Jumpstart** to try the latest CPU/GPU and accelerator solutions in a test environment, including bare metal, to get early answers without big commitments.
- **Fastest/first to market SKUs** give you access to the latest AMD GPUs and GPUs earlier than anywhere else, no matter where you're building
- **Open AI ecosystem** lets you quickly build, move, and migrate, AI projects without barriers, thanks to ROCm compatibility and an open-source software environment
- A **modular building block design and build strategy**, from server to data center cluster, makes everything from deployment to upgrade faster, while also driving predictability

## MESSAGING PILLARS

### VALUE

Maximizing AI performance requires orchestrating an entire stack, but optimizing for value and sustainability means working at an even larger scale. Platform performance and efficiency, operational and staff costs, and even the price of moving too slowly, the economics of AI can get as complex as the technology.

Supermicro and AMD understand that value must be fundamental to any AI vision. It's the reason to build and it's what keeps the innovation moving forward. We work hard to continuously innovate our products and services, helping customers relentlessly maximize their ROAI going forward.

- **Right size, right place solution design** ensures businesses balance performance needs, business requirements, and technology and budget constraints
- AMD and Supermicro work to deliver the **highest performance per watt**, driving superior value that scales as quickly as your AI success does, on prem or in the cloud
- **Unmatched cooling/efficiency leadership** help mitigate operational constraints and reduce costs with advanced silicon engineering and market-leading air and liquid cooling solutions
- **Budget-saving rack- and cluster-level integration expertise** delivers complete, day one ready systems that show up ready to perform, not create more work

## RETAIL ARCHITECTURE

### MASTER THE NEW FUNDAMENTALS OF RETAIL TECH

#### PUT AI @ THE CENTER OF RETAIL

- COMPUTE DENSITY THAT PUTS MORE IN THE BOX
- COMPLETE DATA CENTER SOLUTIONS
- ULTRAFAST SPEED TO SOLUTION
- WAVE-READY AI PLATFORMS

#### ELEVATE ON-SITE OPS & CX

- LOWER POWER + HIGHER PERFORMANCE COMPUTE
- RAPID SOLUTION DESIGN & DELIVERY
- UNMATCHED CONFIGURABILITY
- NEXT GEN AI USE CASES

#### UNLOCK DEEPER 'TCO+' VALUE

- EDGE-READY MODULARITY
- RETAIL LONGEVITY
- ISV-TUNED INFRASTRUCTURE
- NO SMARTER AI DOLLAR



**NEXT STEPS**



## SUPERMICRO + AMD RETAIL MESSAGING

### NEXT STEPS

- Dialog to share today's deck with the team.
- Supermicro/AMD to provide additional input on the retail messaging deck.
- Dialog to refine the messaging based on feedback and to reshare the deck ASAP.





THANK YOU



# **APPENDIX**



# DELL

“Every customer gets exactly what they need with our retail IT solutions”

## Key Ideas:

- Capturing and analyzing data at scale
- Boosting profitability
- Driving operational efficiency
- Minimizing security vulnerabilities

## Key Messages:

- Delivering **cloud-based infrastructure** and agile development
- Creating intelligent environments with data analytics to **increase revenue and improve margins**
- Delivering a **secure, ubiquitous, multi-channel retail platform**
- **Improving asset protection**, loss prevention, and secure transactions

## Themes:

- **Consumer centered, market-specific IT solutions:** Dell’s edge computing platforms like Dell VxRail and Edge Gateway 5200 enable real-time data processing at the store level. This supports fast decision-making and personalized customer engagement, while also aligning with enterprise-wide systems for seamless operations.
- **Personalized and intuitive programs:** Technologies like Dell’s Smart Retail Solutions integrate IoT sensors (e.g., smart shelves) and AI to track inventory in real time, predict demand, and automate restocking—enhancing both customer satisfaction and operational efficiency.
- **Optimizing and modernizing the IT infrastructure:** Dell’s PowerEdge servers and PowerStore storage modernize retail IT by supporting scalable, high-performance workloads. These systems are designed for hybrid environments and help retailers adapt quickly to changing demands.
- **Reliable infrastructure, reduced time and effort:** With Dell OpenManage Enterprise, IT teams can automate routine tasks, monitor infrastructure health, and reduce downtime—cutting both time and operational costs.
- **Combination of public and private cloud:** Dell’s Apex Cloud Services allow retailers to run workloads across public and private clouds with consistent management. This hybrid model supports flexibility, data sovereignty, and cost optimization.





# DELL

## Solutions:

- **Predicting and responding to shifting customer patterns:** Using GenAI and intuitive infrastructure, Dell helps retailers forecast demand and adapt quickly to changing behaviors. Real-time data analysis supports faster decision-making and more accurate inventory and marketing strategies.
- **Protecting retail assets:** Dell Technologies, in partnership with NVIDIA, offers integrated AI and computer vision tools that help reduce theft and fraud. These solutions enhance in-store security and protect profits by monitoring activity and identifying risks early.
- **AI-powered autonomous shopping:** Dell supports seamless, self-directed shopping experiences through AI and IoT. This includes smart carts, cashier-less checkout, and personalized in-store navigation—making shopping faster, more efficient, and tailored to each customer.
- **Intelligent retail environments:** Dell enables stores to become smarter and more responsive with tools like automated inventory tracking, real-time staff alerts, and adaptive layouts. These environments improve both customer satisfaction and operational agility.

## Industries:

- **Grocery & Supermarkets:** Real-time inventory tracking, smart shelves, and automated restocking to reduce waste and improve shelf availability.
- **Apparel & Fashion Retail:** Enables personalized shopping experiences through AI-driven recommendations, digital signage, and mobile POS systems.
- **Convenience & Fuel Retail:** Enhances speed and security at checkout with edge computing and integrated surveillance, while supporting loyalty programs and mobile payments.
- **Big Box & Department Stores:** Provides scalable infrastructure for omnichannel operations, including curbside pickup, in-store fulfillment, and customer analytics.
- **Pharmacy & Health Retail:** Ensures compliance and data protection while supporting prescription management, telehealth kiosks, and secure customer data handling.
- **Quick Service & Fast Casual Restaurants:** Powers digital menu boards, self-service kiosks, and kitchen automation systems to streamline ordering and improve service speed.
- **Warehouse Clubs & Wholesale:** Supports large-scale inventory systems, member management, and predictive analytics for bulk purchasing trends.

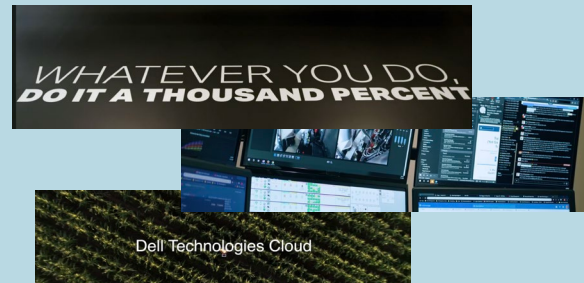
## Observations:

- **Emphasis on widespread use and trusted systems:** Dell uses the widespread use of their system as a point to convey trustworthiness and effectiveness. Often referencing large companies that utilizes their technology.
- **Adaptability:** The systems are equipped with infrastructure that promotes flexibility and mixing of digital and physical experiences. The systems enable seamless transitions and communication between branches, data, and customers.

## GenAI for Retail: A Dell Technologies Perspective

The Retail industry is rapidly changing, driven by shifting customer buying patterns. Artificial Intelligence (AI) is playing a key role in accelerating decision making with accurate forecasting and predicting patterns. Generative AI (GenAI) technology has taken this further by democratizing the interaction with AI systems with conversational and interactive interfaces that can generate new and exciting innovations empowering both customers and employees alike. This paper provides a glimpse into GenAI technologies and how retailers can adopt and drive innovation.

[Read White Paper](#)





# HPE

“Unleash operational resilience in retail with modern edge computing”

## Key Ideas:

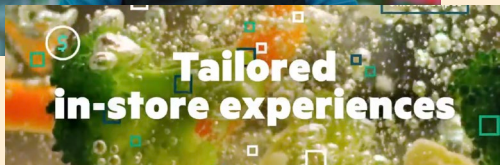
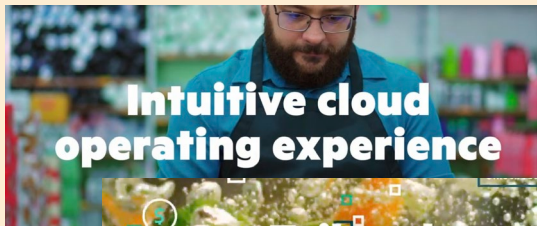
- Optimizing retail operations
- Promoting seamless connectivity
- Enhancing security and compliance
- Driving transformation from edge to cloud

## Key Messages:

- **Streamline operations** with fast, agile, scalable solutions that drive growth and optimize resources for the next generation of retail.
- **Accelerate innovation** with the power of integrated AI
- **Embrace the era of smart retail** with solutions that unlock intelligence, accelerate growth, and secure data.
- **Accelerate the digital transformation** and helping retailers modernize from edge to cloud, increasing business resiliency and efficiency

## Themes:

- **Modernized engineering for the hybrid world:** HPE's infrastructure solutions are designed for hybrid environments, offering scalability and high performance to help retailers adapt quickly to changing demands.
- **Consumer-centered, market-specific IT solutions:** Real-time, edge-based data processing to enable fast decision-making and personalized customer engagement. This supports seamless integration with enterprise-wide systems for consistent operations.
- **Personalized and intuitive programs:** Technologies like IoT sensors and AI are used to track inventory, predict demand, and automate restocking. These capabilities aim to improve both customer satisfaction and operational efficiency.
- **Operational efficiency and automation:** Tools like OpenManage Enterprise help automate routine IT tasks, monitor infrastructure health, and reduce downtime.
- **Strong security, compliance, and risk mitigation:** Both internal and external messaging stress the importance of robust security frameworks. HPE highlights its ability to help retailers and financial institutions fortify digital transactions, manage compliance, and reduce risk exposure.
- **Flexible financing and operational efficiency:** Solutions are overall designed to reduce operational costs and improve efficiency. This includes flexible consumption models and automation tools that streamline IT management.



INTERCONNECTED  
RETAIL ON A  
MASSIVE SCALE

The Home Depot leverages HPE GreenLake for Networking to integrate in-store and online shopping for seamless customer experiences



# HPE

## Solutions:

- **Simplified data center:** HPE's DPU-enabled switch and unified data center networking offers a simplified data center architecture tailored for retailers, combining enhanced performance, embedded security, and cost efficiency.
- **Accelerating retail operations with AI from edge to cloud:** HPE IoT Platform with AI-enabled wireless access points are designed to securely process and deliver IoT data in real time, enabling AI-driven applications like smart inventory, customer behavior analytics, and predictive maintenance at the retail edge.
- **Zero trust security and sustainability everywhere:** HPE Aruba Networking Central + HPE GreenLake Private Cloud enforces strict, policy-based protections, threat-adaptive security, and compliance with regulations like DORA.
- **Edge-to-cloud retail modernization:** HPE GreenLake enables hybrid cloud deployment across stores, warehouses, and HQ which encourages agility, scalability, and control over data while reducing IT complexity.

## Industries:

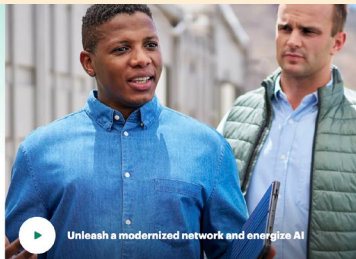
- **Grocery & Supermarkets:** Real-time inventory, smart shelving, and demand forecasting to reduce waste and improve shelf availability.
- **Apparel & Fashion Retail:** Personalized shopping experiences through AI-driven recommendations, digital signage, and mobile POS. Supports omnichannel engagement and dynamic pricing strategies.
- **Convenience & Fuel Retail:** Accelerates checkout speed and security with edge computing and integrated surveillance. Supports loyalty programs, mobile payments, and fuel pricing updates.
- **Big Box & Department Stores:** Provides scalable infrastructure for omnichannel operations, including curbside pickup, in-store fulfillment, and customer analytics.
- **Pharmacy & Health Retail:** Ensures secure handling of sensitive customer data. Supports prescription management, telehealth kiosks, and real-time inventory for regulated products.
- **Banking & Financial Services:** Core banking, digital payments, fraud detection, regulatory compliance, claims processing, policy management, & risk analytics.

## Observations:

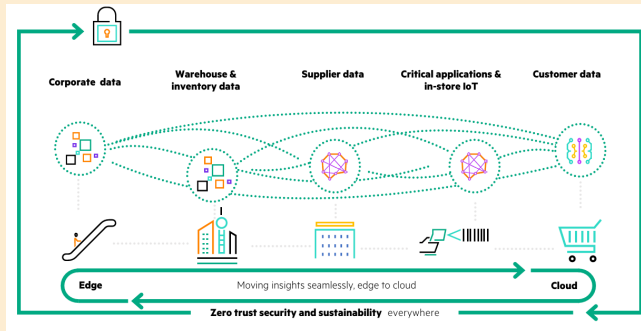
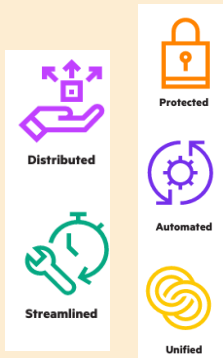
- **Retail and financial services:** Extends retail solutions into banking, insurance, and capital markets, supporting digital payments, fraud detection, and compliance.
- **Emphasis on security and AI integration:** HPE's proactive security and deeply embedded AI are a main focus in the IT infrastructure. These strategies converge at the edge, where retail operations are most vulnerable and most dynamic.

## BE AI AND IOT READY WITH A SMART, SECURE NETWORK

For connected enterprises with AI ambitions, moving data quickly, easily, and securely across edge to cloud is critical — and the network plays a starring role. But with people, devices, and growing volumes of data everywhere, how do you do this effectively? Meet the secure connectivity demands of today's environments — while reducing complexities — with networking solutions from HPE.



Unleash a modernized network and energize AI





# LENOVO

## “Exceptional retail made possible”

### Key Ideas:

- Optimizing revenue streams and growth
- Establishing a higher standard of customer value
- Streamlining retail operations with integrated IT
- Ensuring products are always available and accessible
- Integrating reliable security tools

### Key Messages:

- **Modernizing retail business**, leveraging the combined power of IoT/edge computing, AI, and intelligent devices from the Lenovo Think family.
- **Connected online infrastructure** that boosts engagement with digital signage, enables dynamic pricing, and **supports seamless system integration**.
- **Simplified efficiency and frictionless sales** with Lenovo tablets and self-service kiosks, enabling faster checkouts and **smoother customer experience**.

### Themes:

- **Elevated customer experience with immersive and personalized shopping:** Interactive retail spaces, digital signage, and AI-powered personalization help retailers deliver tailored experiences that increase customer loyalty and drive higher revenue.
- **Streamlined operations and rapid deployment:** Integrated hardware and software solutions (kiosks, POS systems, and edge computing) enable fast rollouts, efficient store operations, and seamless payment and pickup processes, reducing friction for both staff and shoppers.
- **Maximized uptime and easy solution monitoring:** Lenovo provides secure, scalable infrastructure and remote monitoring tools that ensure systems stay online and responsive.
- **“One-stop shop”:** A comprehensive ecosystem of smart retail technologies (Smart promotion, smart shelf, smart checkout, smart store ops) all designed to work together for a unified, intelligent retail environment. One solution, one provider, one contract framework and one single point of accountability.
- **AI-driven automation and innovation:** AI solutions empower retailers with real-time insights, predictive analytics, and automated workflows to adapt to changing market conditions, optimize staffing, and personalize customer engagement at scale.
- **Sustainability:** Technology that promotes energy efficiency, monitored power consumption, and reduced CO2 emissions powered by TruScale.

## Exceptional Retail made possible

Lenovo Retail Solutions can help you surpass customer expectations, operate more efficiently, and explore new revenue streams.



## 20%

Reduce CO2 emissions and power by 20%



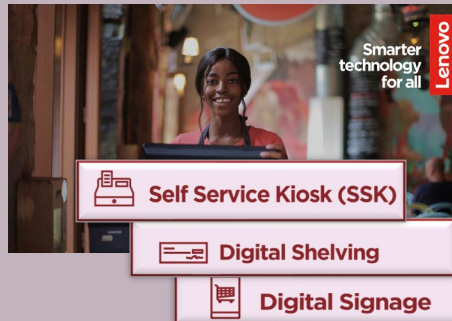
## 86,000

Monitor power consumption 86,000 times each month



## 3x

Get 3x better thermal efficiency than traditional air-cooled systems





# LENOVO

## Solutions:

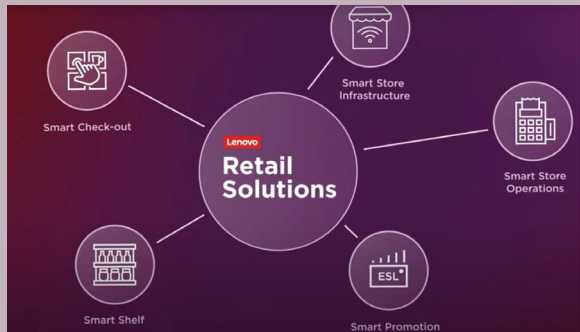
- **Smart retail platform:** Edge-to-cloud architecture with real-time data processing and analytics at the store level with ThinkEdge IoT Gateways and ThinkSystem/ThinkAgile servers.
- **Self-service kiosks & POS devices:** Lenovo offers a full suite of POS terminals, Self-Service Kiosks (SSK), and Mobile Payment Devices that streamline checkout, reduce wait times, and improve contactless transactions.
- **AI retail insights:** Integrated AI, sensors, and video analytics (e.g., RetailNext, Everseen) provides real-time analytics on customer behavior and inventory to drive smarter decisions.
- **Digital shelf & dynamic pricing:** Lenovo supports Electronic Shelf Labels (ESL) and Digital Signage solutions integrated with platforms like LS Retail and SAP, allowing retailers to update pricing and promotions in real time across locations

## Industries:

- **Grocery & Supermarkets:** Real-time inventory tracking, electronic shelf labels (ESL), and AI-driven demand forecasting to reduce shrink and improve shelf availability.
- **Apparel & Fashion Retail:** Personalized shopping experiences through AI-powered recommendations, mobile POS, and digital signage. Supports omnichannel engagement and dynamic pricing.
- **Convenience & Fuel Retail:** Accelerates checkout with edge computing and mobile payment systems. Supports loyalty programs, dynamic fuel pricing, and integrated surveillance.
- **Big Box & Department Stores:** Scalable infrastructure with ThinkSystem and ThinkAgile for omnichannel operations, including curbside pickup, in-store fulfillment, and customer analytics.
- **Pharmacy & Health Retail:** Secure handling of sensitive data, real-time inventory for regulated products, and support for prescription management and telehealth kiosks.
- **Hospitality & Quick Service Restaurants (QSR):** Lenovo's Smart Retail Solutions support self-order kiosks, kitchen display systems, and real-time analytics to enhance speed of service.
- **Pop-Up & Mobile Retail:** Lightweight, portable POS and edge devices for temporary or mobile retail environments, enabling rapid deployment and flexible operations.

## Observations:

- **Compact & unified:** Lenovo emphasizes “one provider, one platform” simplicity by offering integrated hardware, software, and services through a single vendor to reduce complexity.
- **Customizable and on-demand:** Built on a modular “device-edge-cloud-network-intelligence” framework, Lenovo solutions scale easily and adapt to specific retail needs.



**Wherever Retail goes, we're with you.**

No matter what changes in Retail, make sure you succeed—with one, hassle-free solution.

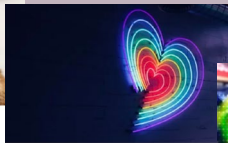
[Explore our portfolio >](#)

|                                                                                    |                                                                                    |                                                                                     |                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>Empower your workforce</b>                                                      | <b>Scale with ease</b>                                                             | <b>Trust in expertise</b>                                                           | <b>Reliable service</b>                                                              |



**Pet care gets personal**

Petco has boosted sales by 8% by powering more convenient, personalised experience for every pet owner—with help from Lenovo TruScale.



**Shaping the self-checkout of tomorrow**

Kroger is reducing customer friction and stock losses at self-service checkouts with Lenovo's AI-enabled Retail solutions and powerful Edge AI servers.



**Leading a whole new Retail experience**

Sensormatic Solutions is transforming the customer experience while reducing in-store crime, thanks to Lenovo's edge computing and Intel® AI solutions.