**DXC.technology** | **Google** Cloud

# DXC Technology and Google Cloud in Retail

DXC and Google Cloud are experienced partners that support you across the full technology stack. Gain access to domain experts who understand your industry, company and the most relevant approaches to helping you meet emerging challenges in the retail industry.

## Reach your highest expectations

The pace of IT modernization in retail is intensifying. The unique challenges in today's retail landscape demand guidance, talent and technology that are well-matched to the moment. As e-commerce grows — and quickly evolving customer habits and expectations threaten the footprint of traditional retail engagements — executives are seeking strategies to remain competitive and profitable.

With DXC's vast scale and expertise, we can deliver compelling customer experiences and accelerate transformation across your business by leveraging Google Cloud's flexible, fully managed and intelligent retail solutions.

DXC Technology and Google Cloud together offer a robust portfolio of end-to-end solutions that deliver exceptional outcomes across retail enterprise initiatives, spanning migration, modernization, data analytics and security. Our teams are prepared to solve your most complex challenges.

## Gain customer insights from your data

DXC's data management and analytics expertise, combined with Google Cloud's ability to unify data from across an ecosystem of platforms, helps retailers leverage massive datasets for "mash-ups" that provide business insights and fine-tuned customer-targeting strategies. You can leverage DXC's and Google Cloud's robust joint analytics and artificial intelligence (AI) and machine learning (ML) capabilities to improve workplace performance and strengthen customer relationships through personally relevant digital interactions.

## A perfect fit, from the cloud to the customer

- **Infinitely scalable, cloud-based e-commerce.** By working with DXC to transform and migrate to Google Cloud's flexible and scalable infrastructure, retailers can ensure their e-commerce engines are robust and elastic enough to address all retail scenarios.

- **Enhanced customer engagement capabilities.** With DXC and Google Cloud, retailers can use an array of leading technologies and solutions that enhance insight-driven customer engagement while creating a more personalized and compelling customer experience.

- **Advanced customer acquisition capabilities.** With breakthrough advances in machine learning, AI and marketing technologies, DXC and Google Cloud provide access to internal and external datasets to drive fine-tuned marketing and customer-targeting strategies.

## Security and scalability in the cloud

DXC's transformation and migration expertise enables powerful new capabilities by supporting the move of applications such as SAP to the cloud. We help you capitalize on an open, collaborative cloud and provide the right mix of talent and technology to help you bring differentiated offerings to market. Our multi-cloud and hybrid cloud solutions enable choice, and our best-in-class security protects systems, data and your customers.

Google Cloud's Anthos application platform provides flexibility in modernizing existing applications, building new ones and securely running them anywhere — on premises or across multiple clouds. The platform features flexible and scalable infrastructure to support retailers in meeting peak demand periods such as Black Friday. Google Cloud products are certified against the most rigorous global security and privacy standards, including ISO/IEC 27001, ISO/IEC 27017 and ISO/IEC 27018, as well as industry-specific standards such as the Payment Card Industry Data Security Standard (PCI DSS).

## DXC and Google partnership

By combining DXC's capabilities with the strengths of Google Cloud, we help retailers digitize their business faster with a wide range of retail-specific solutions across the value chain.

We help you deliver an unprecedented level of personalization at enterprise scale by tapping into our joint AI and ML capabilities. Together, our teams can deploy a Google Cloud personalization platform that enables a full omnichannel experience.

With DXC, you get unparalleled global reach and cloud technology expertise. With Google Cloud Platform, you can scale up to manage, analyze and apply data more effectively, using the same analytical engines developed and deployed by Google over nearly two decades to serve billions of users. Our combined offerings let you draw on DXC's retail industry expertise, Google Cloud's data-driven strengths and our combined ability to leverage massive datasets.

### Why DXC and Google Cloud?

- **End-to-end managed services.** Optimize your Google Cloud implementation across the enterprise with DXC's managed services.

- **Flexibility.** Meet your specific IT and financial objectives, whatever their size, with DXC's scalable services bundles.

- **Cost and risk reduction.** Achieve cost optimization through DXC's specialized tools, processes and services for risk mitigation, security and regulatory compliance.

- **Deep industry expertise.** Rely on DXC's experience in helping leading retail enterprises across the globe modernize their IT systems to meet today's business challenges.

**About DXC Technology**

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. With decades of driving innovation, the world's largest companies trust DXC to deploy our enterprise technology stack to deliver new levels of performance, competitiveness and customer experiences. Learn more about the DXC story and our focus on people, customers and operational execution at www.dxc.technology.

### Get started

To learn more, contact your DXC representative or visit dxc.technology/contact_us today.