



# HELPING DRIVE PROFIT MARGINS IN RETAIL

**IMPROVE SECURITY, ENHANCE USER SATISFACTION,  
AND BOOST REVENUE GROWTH**



**B**y converting compatible x86-64 endpoint devices to IGEL OS, you can quickly extend the life of existing hardware, regardless of manufacturer, or easily assign a license to another device. This reduces both capital expenditure (CAPEX) and operational expenditure (OPEX).

The retail industry is facing a number of unique challenges during this period of transformation toward mostly online shopping. Retailers need solutions to enable supply chain efficiency, competent stock management and an excellent customer experience at every stage in the consumer journey. IT innovation therefore plays an ever more crucial role, directly impacting revenue and the customer experience.

Staying competitive means constantly streamlining operations in a fast-paced, omnichannel environment. Today's consumers are more discerning than ever, researching their options and expecting a consistent purchase experience across in-store, online or mobile points of sale. Removing friction from the retail associates' daily workflows allows them to focus their attention on delivering outstanding customer care at the point of sale, be that physical or virtual.

Mergers and acquisitions, rapid global expansion, seasonal downturns, and store provisioning across global off-network locations incurs even greater complexity with a patchwork IT infrastructure. A rapid streamlining of this complexity is crucial to maintain business continuity, ensure success, and support continued growth. Technology plays a pivotal role in helping retail organizations meet the industry's high standards for payment confidentiality and data information protection.

Factors like these have led many retail organizations to embrace Remote Desktop Services (RDS) and virtual desktop infrastructure (VDI). Shifting end-user computing resources to centralized data center or cloud environments, and reducing endpoint complexity and security exposure is a winning formula for global omnichannel environments. Employees enjoy a consistent and responsive experience as customer facing workers roam between points of sale to information kiosks and back-office workers attend to their respective workspaces. IT teams can vastly ease their device management burden and improve their ability to meet strict government and industry regulatory compliance requirements.



Easy, comprehensive management of remote endpoints with the Universal Management Suite (UMS) and IGEL Cloud Gateway (ICG) centralizes endpoint management and control of devices, even those at off-network locations.

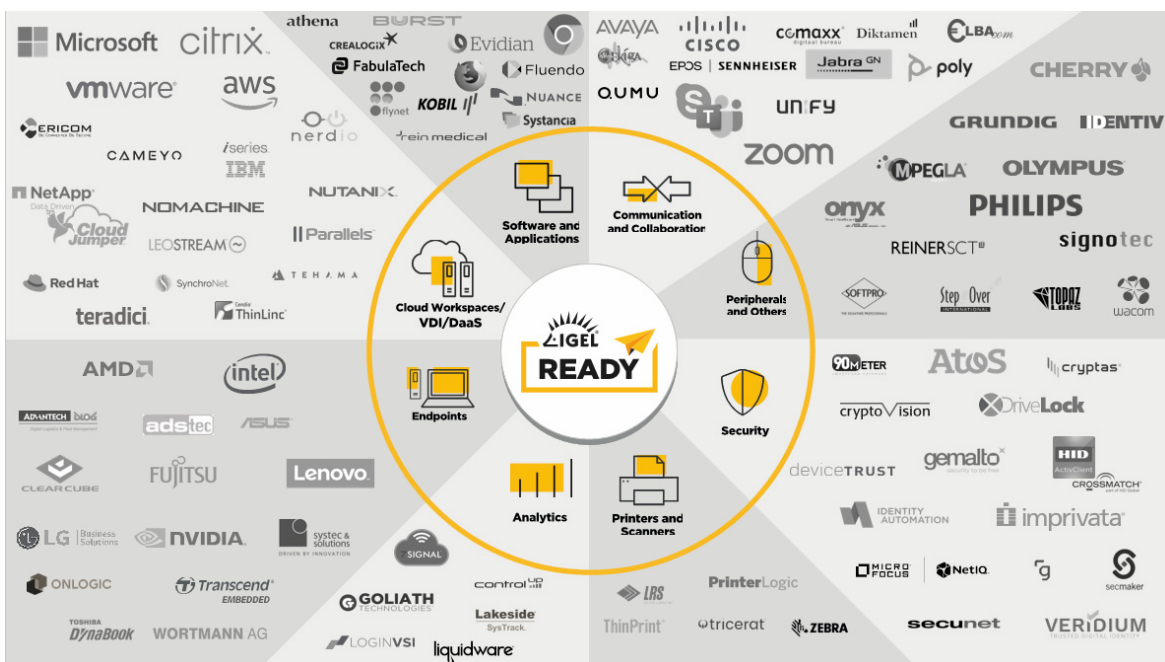
But the benefits of desktop virtualization and cloud workspaces technologies are only realized when simplicity, performance, and security are achieved across endpoints. Many first-generation RDS and VDI endpoints were either Windows PCs in disguise or so limited in their capabilities that they traded Windows management and security headaches for a new collection of challenges.

Only IGEL combines a purpose-built software-defined endpoint operating system with a powerful, centralized management and control console that is:

- Designed to be configured, deployed and managed remotely
- Platform independent — capable of running on a broad range of traditional PC and thin client hardware
- Lightweight and secure by design
- Capable of supporting the functionality demands of mission-critical retail environments.

IGEL OS is based on a highly secure Linux distribution with a secure browser fortified by the IGEL chain of trust. A broad technology partner ecosystem of more than 90 leading partners ensures support for multiple protocols and interfaces, enabling a fast and seamless integration of authentication, unified communications, printing, USB management, and contextualizing technologies. View a graphical overview of this ecosystem below.

## THE IGEL TECHNOLOGY PARTNER ECOSYSTEM



## ADDRESSING RETAIL'S MOST PRESSING CHALLENGES

Of course, virtualized environments aren't immune from risks and potential pitfalls. Fortunately, IGEL helps overcome many of the traditional obstacles to successful RDS, VDI, and cloud VDI use in retail environments. Let's take a closer look at how IGEL addresses frequent challenges commonly faced by retail organizations:

RETAIL CHALLENGE	HOW IGEL HELPS
Strict compliance with Payment Card Industry (PCI), Data Security Standard (DSS) standards is difficult to manage across diverse environments.	IGEL OS does not store any production or customer data on the endpoint. Modular by design, unused features can be turned off, keeping endpoints "lean" to minimize the attack surface. This along with the read-only file system makes IGEL OS even more tamper-resistant, helping achieve compliance with PCI customer confidentiality and control objectives.
Endpoint devices typically require replacement "refresh" every 3 or 4 years, which is extremely costly and disruptive in an omnichannel environment.	Since IGEL OS runs on any compatible x86-64 device, endpoint hardware "refreshes" can be either significantly delayed or bypassed altogether. Repurposing existing hardware minimizes disruption and frees up budget with a more direct impact on quality of customer care.
Mergers and acquisitions incur even greater complexity with a patchwork IT infrastructure between new and legacy locations.	IGEL OS supports multiple protocols at a time. Zero-touch deployment of IGEL OS is easy with IGEL Universal Management Suite (UMS). The IT admin can manage the onboarding and integration of the new company to an existing infrastructure. This reduces the process time to consolidate endpoints, allowing operations to get up and running quickly while saving M&A budget.
Global expansion of franchise outlets demands rapid store provisioning with no on-site IT expertise, placing demands on IT admins.	The IT admin can remotely provision a regional store, warehouse or contact center with different IGEL OS endpoints. The onsite staff can connect the device to the power source, network cable and press "ON". From this point zero-touch deployment, easy remote management with UMS, and secure shadowing with IGEL Cloud Gateway (ICG) enables full support and troubleshooting of distributed, remote endpoints.
IT admins have to manage and update thousands of endpoints across global regions with variable bandwidth.	IGEL UMS provides zero-touch deployment, drag-and-drop profiling, and a "buddy update" system to reduce bandwidth. IT managers are spared the time-consuming and error-prone patching typical for many dispersed Windows endpoints.
Time-consuming administration with complex and slow tools across a diverse and dispersed environment.	IGEL UMS software makes it possible for one administrator to optimize, image, and control up to tens of thousands of diverse endpoints remotely from a single console.
Log-on delays, unreliable digital signature devices, incompatible multi-authentication and difficulty connecting key peripherals can hinder progress.	IGEL's broad and growing partner ecosystem (90+) includes verified integration with market leaders in performance optimization, single sign-on, printer management and more. IGEL OS always stays current with the very latest protocols, interfaces, and software versions from its partners.
Incompatible devices result in poor quality multimedia user experiences.	IGEL OS supports offloading of Microsoft Teams via Citrix Workspace App, Cisco Teams VDI and Zoom (with release of 11.04.100). Also JVDI and a broad range of headsets whose firmware can be updated via the Universal Management Suite.
Virtual client host software and endpoints are not compatible.	IGEL OS is updated with new feature releases four times per year, ensuring support for the very latest software updates from Citrix, VMware, Microsoft Windows Virtual Desktop, AWS and others.
Retail real estate varies from large department store counters to space-saving kiosks. This demands support for a variety of device types, vendors, and form factors.	IGEL OS runs on any compatible x86-64 device and custom partitions enable rapid integration of new partner technologies, expanding endpoint device choice for retail organizations with specialized form factor requirements.
Productivity is stalled while the retail and back office workers familiarize with a new system.	IGEL OS is customizable to corporate branding. The IT admin can configure the endpoint device to look exactly as desired. The user continues to work on their familiar GUI. Also the Shared Workplace functionality offers user-specific profiles based on log-in details within Active Directory.

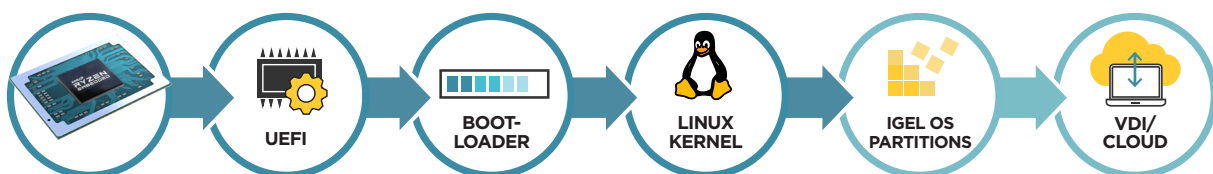
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[IGEL.COM/CUSTOMER-STORIES/RETAIL/](https://www.igel.com/customer-stories/retail/)

# Arcadia

*“We now have a central point of management with the terminals automatically picking up new configurations when they reboot. We can also have multiple configurations for different business needs, for example in the stores and the head office.”*

**Paul Eaton-Watts,**  
Arcadia Group's Senior Technical Specialist

## IGEL CHAIN OF TRUST



IGEL's chain of trust verifies each step of the boot-up process from the user hardware/UEFI to the destination VDI host or cloud workspace delivered by Citrix, VMware and more. A secure browser can be configured for safe user access to web apps and cloud-based DaaS offers including Amazon Web Services (AWS) and Windows Virtual Desktop (WVD) from the Microsoft Azure cloud.

## CONCLUSION:

Lightweight and secure by design, IGEL OS offers a simple, smart, and secure solution that supports the mission-critical functionality and demands of evolving retail environments. Previously complex operational functions are standardized and streamlined. IT managers can shift their focus from ad-hoc issues to strategic plans. In-store and online sales associates, back-office, and customer care teams can focus their attention on their customers. By reducing operational and capital expenses, the CFO can fully leverage the cost-savings and invest in growing the business.

## DOWNLOAD IGEL WORKSPACE EDITION TO GET STARTED TODAY

Transform your endpoint management approach with IGEL to reduce operational costs and capital expenses, streamline operations and staff, and increase customer satisfaction.

Are you ready to see the impact that IGEL can make to your IT infrastructure and users? Download IGEL Workspace Edition for free to experience the simplest, most cost-effective, and most secure way to deliver VDI and DaaS desktops to your users.

Your IGEL Workspace Edition download will include IGEL OS licenses and complete access to IGEL UMS for management, all of which are free to use for up to 90 days.

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