

# RETAIL'S DIGITAL TRANSFORMATION

Is your data strategy ready for the future?



In 2023, **inaccurate inventory records cost retailers \$1.2 trillion**. Considering the U.S. retail market's \$7 trillion revenue, fixing this issue is vital to prevent major losses.<sup>1</sup>

## THE PROBLEM

Retailers are under pressure to modernize their infrastructure as AI-driven transformation reshapes the industry. Disparate systems across physical stores, e-commerce platforms, and logistics partners create data silos that hinder inventory accuracy, customer personalization, and decision-making. Legacy on-premises storage struggles to scale during peak shopping periods, leading to performance slowdowns and lost revenue. As AI adoption grows to enhance customer experiences and optimize supply chains, traditional systems can't support the demand for real-time analytics and massive data processing. Meanwhile, ensuring data security, meeting compliance requirements, and controlling costs remain ongoing challenges.

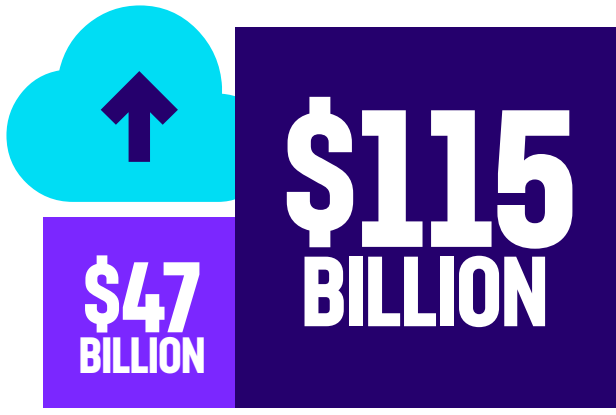
## THE SOLUTION

Migrating to Azure NetApp Files helps retailers eliminate data silos, enhance scalability, and improve security, all while managing costs effectively. With features like high-performance storage (up to 709,000 IOPS), dynamic scaling, and automated tiering, retailers can maintain optimal performance even during peak demand periods. Built-in security protocols and compliance capabilities ensure customer data remains protected, while performance-aligned pricing models help reduce expenses.

**Unified data integration:** Simplifies data management for improved inventory tracking and customer personalization.

**Cost efficiency:** Automated tiering and pay-as-you-grow models minimize over-provisioning expenses.

**Security & compliance:** Built-in encryption and role-based access controls ensure data protection.








**THE GLOBAL RETAIL CLOUD MARKET IS PROJECTED TO GROW AT A CAGR OF 19.6% BY 2028.<sup>2</sup>**

**Azure NetApp Files delivers scalable, secure, and high-performance cloud storage solutions tailored for the retail industry.**

Enables retailers to harness their data effectively, driving innovation and enhancing customer satisfaction.

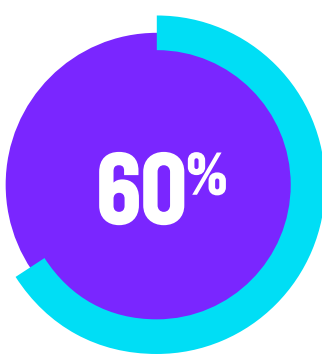
## The cloud performance edge for retail workloads

Azure NetApp Files offers powerful benefits designed for demanding retail environments. With 99.99% uptime, retailers can maintain uninterrupted availability of customer-facing applications, inventory management systems, and e-commerce platforms. Dynamic scaling supports high-traffic events, while automated tiering reduces storage costs by up to 65%.

-  **1 99.99% uptime guarantee**  
Keeps critical systems consistently available.
-  **2 Up to 709,000 IOPS**  
Ensures high-speed data access for real-time analytics and transactions.
-  **3 2 PiB per volume scalability**  
Supports global retail operations and distributed teams.
-  **4 Up to 65% cost reduction**  
Through intelligent data tiering.
-  **5 <1ms latency**  
Enhances user experience across digital platforms.

## The move to the cloud

Retailers are increasingly adopting cloud solutions to enhance agility, scalability, and customer engagement.



60% of corporate data was stored in the cloud in 2022, a figure expected to increase as cloud adoption becomes more widespread.

Source: [MarketsandMarkets](https://www.marketsandmarkets.com/Market-Reports/retail-cloud-market-27978752.html)

## Azure NetApp Files empowers critical retail workloads:



### Customer relationship management (CRM) systems:

- 99.99% uptime ensures continuous availability for customer interactions.
- Sub-millisecond latency enhances real-time data access.
- Scalable storage supports growing customer databases.



### Point of sale (POS) systems

- High IOPS performance ensures fast, reliable transaction processing.
- Integration with cloud services enables centralized data management across locations.



### Inventory management

- AI-Driven Forecasting and Insights:** Leverage AI-powered analytics to enhance demand forecasting, optimize stock levels, and reduce overstock and stockouts.
- Automated Tiering:** AI-driven tiering systems intelligently move inactive data to lower-cost storage, optimizing costs without compromising accessibility.
- Real-Time Data Synchronization:** AI-enhanced data synchronization improves inventory accuracy and ensures up-to-date insights for decision-making.



### E-commerce platforms

- Seamless scaling to handle traffic spikes during promotions and peak shopping seasons.
- Enhanced page load times for better user experience.

## L'Oréal Enhances performance and sustainability with SAP on Azure

As a global leader in beauty, L'Oréal operates across 150 countries with over 35 brands. To support its expansive operations, L'Oréal migrated its SAP business applications to Microsoft Azure, achieving significant performance improvements and cost reductions. In the Americas, this transition accelerated transaction times dramatically—for instance, processes that once took 3 hours now complete in just 5 to 10 minutes. Additionally, the move supports L'Oréal's sustainability goals by reducing the environmental impact associated with on-premises data centers.



[Read the full case study >](#)

## Additional resources

[Optimizing cloud storage costs for production workloads in azure >](#)

[Azure well-architected framework >](#)

[Architecture best practices for azure netapp files >](#)

<sup>1</sup> <https://www.retailinsight.io/blog/unveiling-the-true-cost-of-inventory-inaccuracy?>  
<sup>2</sup> <https://www.marketsandmarkets.com/Market-Reports/retail-cloud-market-27978752.html>



[Contact Us](#)



**About NetApp**  
NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. [www.netapp.com](http://www.netapp.com)

©2025 NetApp, Inc. All Rights Reserved. NETAPP, the NETAPP logo, and the marks listed at <http://www.netapp.com/TM> are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. NA-1171-0425