



# Vynamic<sup>®</sup> Retail Platform

Connect Easily

Scale Flexibly

Operate Efficiently







INTRODUCING

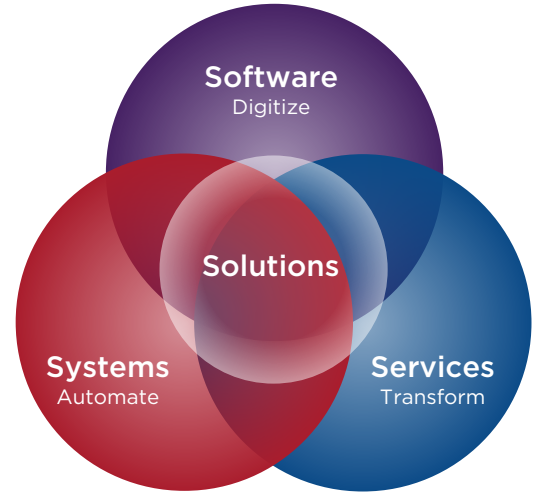
# Vynamic<sup>®</sup> Retail Platform from Diebold Nixdorf



DIEBOLD NIXDORF

# The Global Leader in Connected Commerce

We automate, digitize and transform the way people bank and shop.



## Storevolution Strategic Program

We design, enable and operate frictionless consumer and staff journeys.





At Diebold Nixdorf, our mission is to support the ongoing transformation in retail. Leveraging Storevolution as a strategic program, we help retailers build consumer-centric, frictionless shopping journeys.

DN Vynamic Software is one of the pillars under Storevolution, **connecting journeys, stores and retail operations in a scalable and efficient way.**

---

## Vynamic Retail Software Helps to

Connect Easily

Scale Flexibly

Operate Efficiently



# Crossing the Chasm Between Expectations and Reality

	EXPECTATION	REALITY
<b>Blending of Channels</b>	Flawless, personalized consumer experiences <b>CONNECTED</b>	Disconnect in consumer journeys <b>COMPLEX</b>
<b>“Store-as-an-Asset”</b>	Flexibility in store setup and faster innovation <b>SCALABLE</b>	Siloed software architectures <b>SILOED</b>
<b>Cost Optimization</b>	More efficient processes and lower upfront risks <b>EFFICIENT</b>	Difficult deployment of IT solutions <b>SLOW</b>

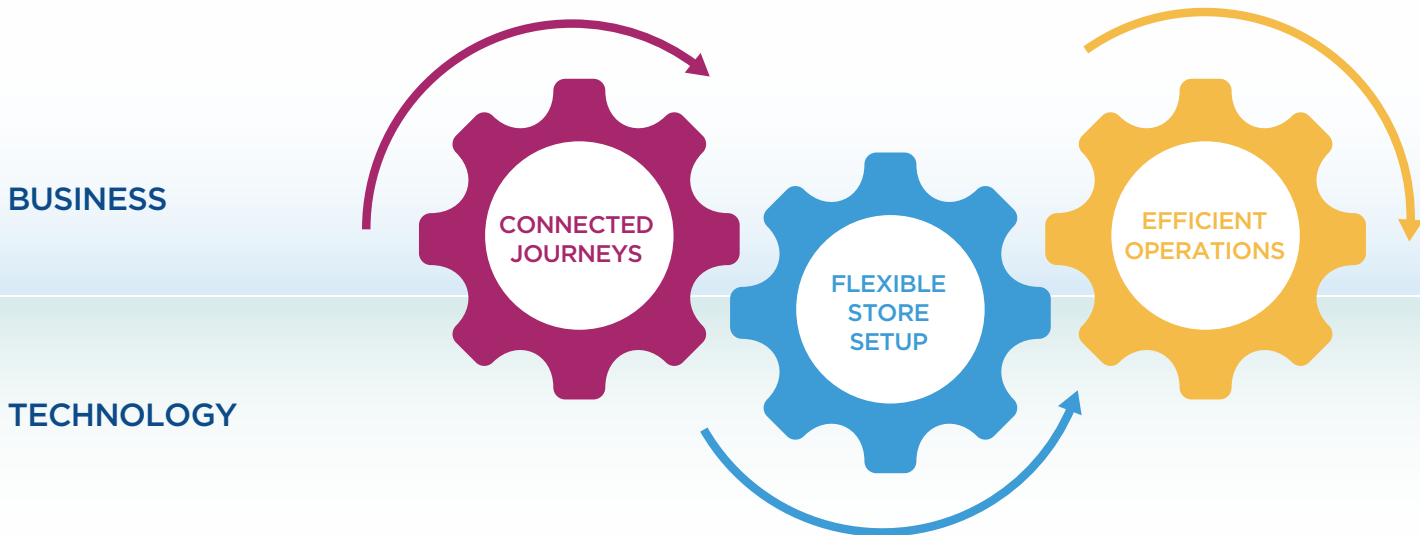
Retail transformation can be quite challenging. Customers expect flawless shopping experiences that are relevant, personal and accessible. **Retailers expect easily adaptable journeys and flexible store setups while focusing on cost optimization.**

In reality, though, siloed software solutions impede innovation and complicate the delivery of personalized shopping experiences. Moreover, they are hard to upgrade, which results in inflexibility and inefficiencies in your retail processes.



# Shifting Gears Requires a New Approach

An integral software platform for connected journeys, flexible stores and efficient operations is required.



To overcome these challenges, we believe a holistic innovation strategy is required, since journeys, stores and retail operations directly impact one another.

It should be a strategy that connects business innovations with technological innovations in a perpetual cycle.

**This calls for an integral and highly responsive software platform that lets you shift all gears simultaneously.**



# A Cloud-Native Software Platform

Dynamic Retail Platform offers connected, flexible and efficient shopping experiences.



GROCERY | GRx



SPECIALTY & FASHION | SFx



FUEL & CONVENIENCE | FCx

Open API-Based  
Cloud Software

Modular Solution with  
Industry Packages

Channel and Touchpoint  
Independent

Flexible Deployment  
Options

Seamless Journeys Across all Channels and Touchpoints

Scalable Store Setup and Rapid Innovations

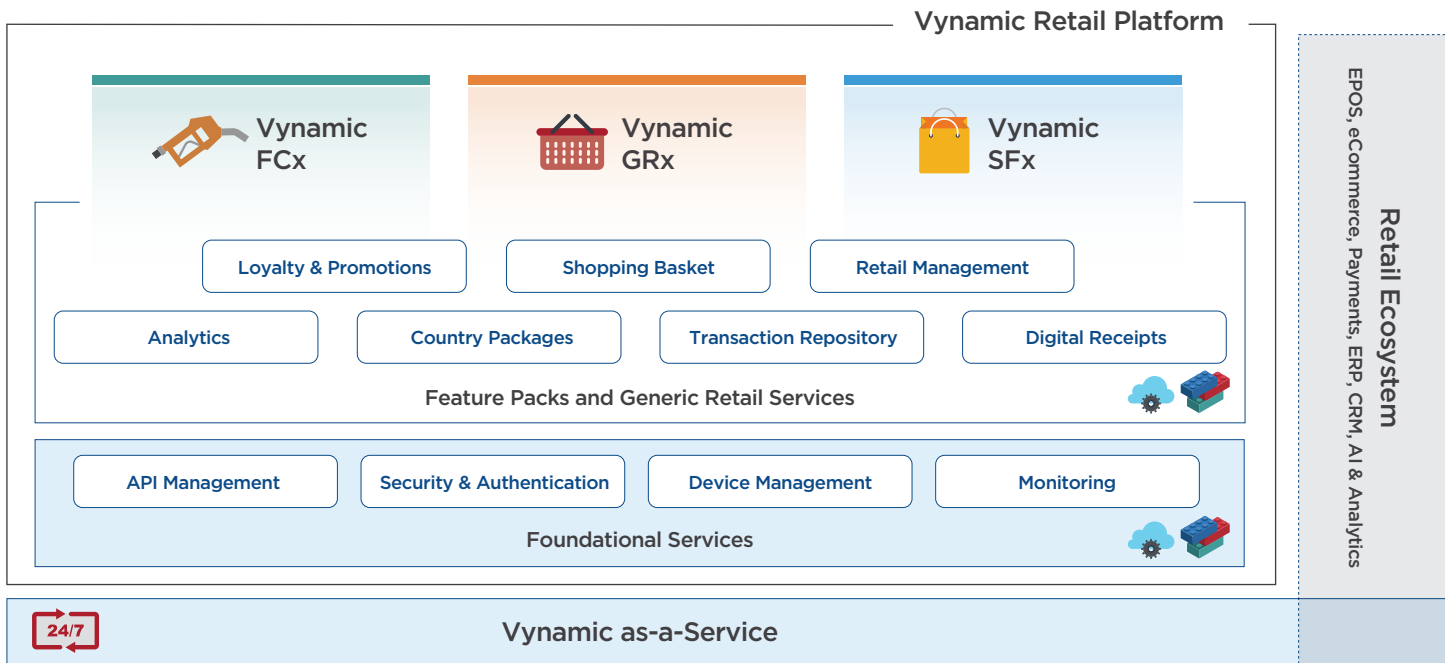
Cost-Effective and Reliable Deployment in the Cloud

Dynamic Retail Platform supports an integral and cohesive approach to retail innovations. It's a cloud-native software platform that lets you easily orchestrate customer journeys while supporting all adaptations to your store setups in a cost-effective and reliable way.

**Dynamic Retail Platform restores your capacity to innovate without any limitations, and offer the best shopping experiences possible.**



# Dynamic Retail Platform Overview





Vynamic Retail Platform is truly unique. Open APIs enable you to flawlessly execute cross-channel journeys, while supporting a best-of-breed approach for your current IT ecosystem.

A granular set of microservices allows for incremental, low-risk innovations, and thanks to dedicated industry packages for Grocery, Specialty and Fuel & Convenience, ramp-up times are minimal.

**Cloud-native and deployed as-a-service, it can be easily adapted to your specific needs, all at predictable costs.**



# Key Differentiators

Built from scratch for maximum scalability, security and performance.



## Simplified Integration

Open APIs for smooth integration adopting a best-of-breed ecosystem approach



## High Scalability

Feature-rich microservices to easily compose and adapt journeys



## Cloud Agnostic

Support for all major cloud platforms, and Edge computing for offline availability



## Secure Configuration

Consistent use of industry standards and cloud technologies



## Built in Logging & Monitoring

Proactive monitoring for network optimization and best performance and security



## Fast & Frequent Updates

Continuous and reliable deployments based on agile CI/CD

**Rather than “cloudifying” our current solutions, we built a new cloud-native software platform from scratch.**

We believe this is the only way to achieve true scalability, security and performance in the cloud. Hosted as-a-service and leveraging open APIs and modular microservices, Vynamic Retail Platform is the best cloud solution in the market to support connected, flexible and efficient shopping experiences for your customers.



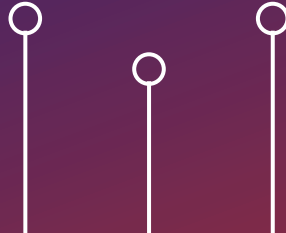




# Vynamic Retail Platform

Gear Up Your Retail Business!

Connect Easily | Scale Flexibly | Operate Efficiently



[DieboldNixdorf.com](https://www.DieboldNixdorf.com)