Vynamic® Retail Platform

A Cloud Software Platform for Connected, Flexible and Efficient Shopping Experiences

Traditional ways of managing retail stores and processes won't work anymore. Today's retail landscape requires an integrated approach where journeys, stores and business operations are managed together as one: connected, flexible and efficient. However behind the scenes, making this all happen can be quite a challenge.

CONNECTED JOURNEYS

To enable frictionless shopping experiences, people, processes and systems need to exchange the right data at the right time via the right channel. This requires a software platform that smartly orchestrates journeys and transactions and that easily connects with the existing ecosystem of hardware and software applications.

Diebold Nixdorf's Vynamic Retail Platform is a cloud-native software solution purpose-built for retail. Based on an API-first design, it ensures openness. As a retailer, you can easily connect with existing hardware and software in the store and in the back-office to support cross-channel journeys. Based on industry cloud standards, it fosters a best-of-breed ecosystem thanks to an expandable API universe, while it simplifies integration and customization at the same time.

With Vynamic Retail Platform, you can easily connect business processes and retail journeys with your IT infrastructure.

FLEXIBLE STORES

As the lines between channels blur—especially from a customer perspective—the store now plays various roles at the same time, from fulfillment center to personal experience hub integrating third-party services, to a store-in-store or a traditional shopping venue. The store is a critical asset in many journeys; it needs to adapt to market innovations as soon as they occur. This requires a highly flexible software platform that lets you compose new shopping journeys or extend existing ones on a moment's notice.

Vynamic Retail Platform consists of a granular set of microservices that allow journeys and store workflows to be flexibly composed, adapted and extended. Being modular by design, it also enables the update and deployment of services to happen quickly yet securely. To shorten ramp-up times, Vynamic Retail Platform offers dedicated industry packages for Grocery, Specialty & Fashion and Fuel & Convenience. It also comes with several feature packs for common retail topics such as basket handling, loyalty management and fiscal compliancy.

With Vynamic Retail Platform, you can flexibly scale your stores to address market innovations and changes in consumer demand.

EFFICIENT OPERATIONS

Consumers value quality products and convenient shopping trips, but above all they appreciate low prices, discounts and savings. That's why retailers must keep improving processes to stay at competitive cost levels while keeping margins profitable.

Vynamic Retail Platform was designed with this in mind. Delivered on a subscription basis, it can be hosted in the cloud or deployed in the store, or both, as a hybrid model. It's highly modular, so you only pay for the functionalities you need, and you can quickly scale up when your business is growing or expanding into new markets. Switching from CAPEX to OPEX, there is no need for huge upfront investments as Vynamic Retail Platform is offered as-a-service including an (optional) cloud hardware infrastructure. Moreover, using a CI/CD development approach combined with automated testing allows for more frequent and predictable releases of new functionalities.

With Vynamic Retail Platform, you can efficiently run your retail operations in a secure and reliable way at predictable costs.

BUSINESS BENEFITS

Connected

- Cloud-native software platform specifically built for retail
- Well-connected journeys thanks to effective data sharing between applications and touchpoints
- API-first design to guarantee optimal fit in existing store tech ecosystems
- Feature-rich, configurable microservices to quickly compose omnichannel journeys
- Highly modular and adaptable solution based on a microservices architecture

Flexible

- Three dedicated industry packages for fast and efficient ramp-up
- Several optional feature packs for maximum flexibility and cost effectiveness
- Touchpoint and hardware independent, supporting legacy POS systems and peripherals
- Expandable retail API universe to build your own best-of-breed ecosystem
- Cloud agnostic

Efficient

- Built from scratch for maximum scalability, security and performance in the cloud
- Fast implementation via advanced adaptability models and normalized APIs
- Flexible in-store IT footprint via multiple deployment options including Edge computing
- Delivered as-a-service, reducing upfront investment and improving costs predictability
- Leverages existing store technology ecosystem, extending the ROI on your IT investments

Vynamic Retail Platform. It's time to connect the dots. **Learn more at DieboldNixdorf.com/VRP.**

To learn more, **visit DieboldNixdorf.com.**