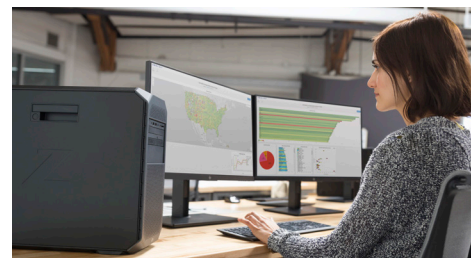# HP & DATA SCIENCE

RETAIL

Enhance your ability to operate with the cloud. Z opens up the extreme power of GPU acceleration, so you can go from batch analysis to click analysis for faster, more accurate insights.

STORE LOCALLY. SHARE FREELY.

Copying and transferring your databases to the cloud shouldn't be a chore. With Z local storage, you can easily share databases without worrying about the time and cost implications of downloading from the cloud. With co-location, you can have data infrastructure in your respective stores for real-time capture, storage and access to your data. This proximity and real-time advantage allow you to reach insights from sentiment analysis much faster, which can prove very valuable considering how time sensitive trends can be.

THE RIGHT GPU FOR THE JOB

Typical cloud GPUs—designed for large scale inferencing—are no match for the massive amount of customer, supply chain and distribution data being generated every day. Z harnesses the power of GPU acceleration with NVIDIA® Quadro® RTX graphics—made for interactive, iterative work. Utilize the power of more cores to train AI models faster. Imagine a model using facial identification that can identify repeat customers as they walk in the door and can show you their last purchases and recommend what they would be likely to purchase next or already have their last order pulled up. All powered by the real-time analysis power of a Z edge compute system.

INDUSTRY-LEADING RELIABILITY

When data powers your business, downtime simply isn't an option. Our Z workstations go through up to 360,000 hours of brutal testing to ensure non-stop 24/7 performance under the heaviest of workloads. Never worry about a shortage of inventory with real-time inventory management algorithm on a Z that never stops.

USE CASE

A popular retail clothing chain wants to optimize both their customer experience and business operations through better use of their data. They want real-time inventory management system, so they never run short on popular items, along with real-time analysis of purchase trends to stay up to date on what's hot and what's not. Then from this information they want to decipher how to strategically organize their stores to abide by the customers' wants and needs. How can they do all of this?

With Z data science solutions, they can tackle all 3. With low-profile ZCentral 4R rackable workstations at each location, they can capture, store, and apply algorithms to data on-site to stay on top of inventory. Then, from the purchase data, their data science team(s) can remote into the store's database via ZCentral Remote Boost and run models on the data to identify purchase trends. Based off these purchase trend insights, the district manager can strategically re-organize the stores on a monthly basis.

Learn More: HP.com/DataScience