



Streamlined Retail Operations for Engaging Customer Experiences

The current consumer market landscape calls for retail businesses to stay competitive and innovative in all areas of their business. Retailers are looking for the right technology to drive store operational efficiency, grow employee productivity, and keep business data safe while outfitting their businesses with new and innovative ways to engage and interact with customers.

INTEL AND MICROSOFT MAKE A COMPATIBLE WORKPLACE

With the launch of Windows 8, retail businesses have the opportunity to take advantage of devices that help boost retail associate productivity and safeguard valuable business data. Integrating Windows 8 into the retail business computing environment can be seamless with Intel processor-based devices, because they'll be compatible with x86 traditional applications, drivers, and peripherals like card scanners and radio-frequency identification (RFID) readers, which means that everything will just work seamlessly. With Intel, retail organizations have the widest selection of devices to choose from with a variety of security, manageability, and performance options that span the family of processors.

SEAMLESS DEVICE INTEGRATION

Intel and Microsoft offer a broad range of devices to help retail employees better engage with their customers while boosting productivity. There are a growing number of touch screen designs now available in tablets, all-in-one PCs, and Ultrabooks™—providing workers exciting new ways to interact with customers.¹ For users who require more demanding applications, Ultrabooks and tablets devices running Windows 8 powered by Intel® Core™ processors provide incredible performance that adapts to their needs to help them effortlessly multitask.^{2,3} An Intel® Atom™ processor-based tablet is a great lightweight tablet option with a long battery life for sales associates working directly with customers; it makes it easy to check inventory levels or help customers find what they are looking for faster.

DATA PROTECTION AND MANAGEMENT SUPPORT

With Windows 8 powered by Intel processors, retail organizations can have peace of mind that their important business data is safe and devices stay up and running. Intel processor-based platforms deliver hardware-based security that, when combined with Windows 8 security



capabilities, enable stronger, more efficient end-point security. For larger retail organizations, the 3rd Generation Intel® Core™ vPro™ processor family comes with embedded security that delivers unprecedented protection for devices and sensitive business data. These distinctive, built-in features are specially designed to address key IT concerns including platform integrity, malware protection, identity protection, and asset security. Not limited to just desktop PCs, Intel vPro technology supports a variety of form factors such as all-in-ones and Ultrabook devices so that retail businesses can focus on helping customers.

Windows 8 tablets powered by Intel Atom processors also help keep data safe with hardware-enabled data protection. Intel® Advanced Encryption Standard Instructions (AES-NI) and Intel® Secure Key boost productivity by accelerating operations such as whole disk encryption.⁴ Intel Atom processor-based devices also work with familiar management tools such as Microsoft System Center Configuration Manager, Microsoft Domain Join, and Group Policy.

Additional Resources:

- **Ultrabook** – intel.com/content/www/us/en/sponsors-of-tomorrow/ultrabook.html
- **Intel-Based Tablets** – intel.com/content/www/us/en/tablets/tablets.html
- **Intel-Based All-in-One PCs** – intel.com/content/www/us/en/all-in-one/all-in-one.html
- **Blogging Windows** – blogs.windows.com/windows/b/bloggingwindows/
- **Building Windows 8** – blogs.msdn.com/b/b8/

EASY APP ACCESS WITH INTEL APPUP® CENTER

Intel AppUp® center offers easy access to apps, allowing retail employees to take full advantage of the apps that they need and delivering high-powered functionality in a safe environment. Users can browse the latest featured Intel AppUp center apps through the Intel AppUp center catalogue, available in the Windows* App Store.

Learn more about Intel AppUp center at appup.com/index.

1 (Ultrabook) Touch and ability to convert to tablets not available on all models. Consult your Ultrabook manufacturer. For more information and details, visit intel.com/ultrabook.

2 (Turbo Boost) Requires a system with Intel® Turbo Boost Technology capability. Intel Turbo Boost Technology 2.0 is the next generation of Turbo Boost Technology and is available only select Intel processors. Consult your PC manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit intel.com/go/turbo.

3 (Hyper-Threading) Requires an Intel® Hyper-Threading Technology-enabled system. Consult your PC manufacturer. Performance will vary depending on the specific hardware and software used. Not available on all Intel processors. For more information, including details on which processors support Intel HT Technology, visit intel.com/go/ht.

4 Intel AES-NI requires a computer system with an AES-NI-enabled processor, as well as non-Intel software to execute the instructions in the correct sequence. AES-NI is available on select Intel processors. For availability, consult your reseller or system manufacturer. For more information, see <http://software.intel.com/en-us/articles/intel-advanced-encryption-standard-instructions-aes-ni>.

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