

# Powering Intelligent, Resilient Retail Operations.

Smarter Stores. Better Experiences. Stronger Results.

Edge is rapidly becoming the default architecture for modern stores.  
According to Gartner:

## 19%

of enterprises have already  
deployed edge computing

## 32%

plan to deploy edge  
computing within three years

## 2/3

of Tier 1 multi-channel  
retailers will run edge in stores  
by 2027

Built on decades of leadership in mission critical software, Wind River helps retailers create **smarter, more responsive store environments** that improve customer experiences and drive measurable business results.

Whether enabling seamless in-store operations, dynamic digital signage, improved inventory management or real-time insights on the shop floor, Wind River provides a **reliable foundation for innovation across the entire store footprint.**

**Our retail solutions are designed to help organizations:**

- Modernize in-store technology
- Increase operational efficiency
- Adapt quickly to changing customer expectations

**“Run thousands of stores like a single system”**

# Greater agility, lower cost, faster time-to-value.

How can Wind River enable better retail operations?

## Modernizing In-Store Operations at Scale

One platform to deploy, update, secure and monitor every store

Retailers face growing complexity as a result of managing different systems across thousands of stores. By adopting Wind River's retail solutions, retailers can establish a consistent, centrally managed store platform that simplifies operations and reduces reliance on onsite IT support. New services can be rolled out in days rather than months, helping the business respond faster to promotions, seasonal demand and changing customer behavior – while significantly lowering operational overhead.

### Business outcomes:

- Faster rollout of new store applications
- Zero-touch deployment and updates
- Reduced operational complexity across large store footprint

## Enhancing Loss Prevention and In-Store Intelligence

Enabling real-time AI decision-making to combat shrink

In an industry losing nearly \$100 billion annually to shrink, edge-powered computer vision and analytics are providing real-time detection of theft, fraud, and process errors to materially reduce loss. Using Wind River's edge enabled approach, retailers are able to support advanced analytics and computer vision applications directly in stores. This enables faster detection of suspicious activity, improved inventory accuracy, and actionable insights for store teams – helping reduce shrink while maintaining a positive customer experience.

### Business outcomes:

- Faster detection of theft, errors, and spoilage
- Reduced cloud backhaul costs
- Improved compliance and privacy posture

## Creating Engaging, Data-Driven Store Experiences

Supporting customer-facing in-store applications on a common retail platform

Multi-store, multi-region retailers often want to deliver more personalized and engaging in-store experiences without increasing complexity for store staff. With Wind River, retailers can support dynamic digital signage and localized content updates across stores. Marketing teams gain the ability to adjust messaging in near real-time based on location, time of day or inventory levels – driving higher engagement, more relevant promotions, and increased conversion.

### Business outcomes:

- Localized content updates
- Dynamic in-store engagement
- Increased conversion at the shelf

# Move faster while reducing complexity and cost.

From supporting data-driven decision-making to enabling personalized, engaging in-store experiences, Wind River's solutions help retailers turn technology into a competitive advantage.

Retail customers have seen up to **30%** lower operational costs for managing in-store edge infrastructure, and up to **20%** TCO savings from improved reliability and resource efficiency, with Wind River-based edge platforms.\*

Retailers can focus on what matters most – delighting customers, empowering store teams and driving profitable growth – while relying on a proven partner to support today's needs and tomorrow's ambitions.

\* Based on a 2025 global fashion retailer deployment.

Talk to Wind River about modernizing your store footprint today

[Learn More](#)

**“Modernize without breaking what already makes money”**