

# Serving up Improved Scalability with Cost-Reduction through VMware's Software-Defined Data Center

A specialty retailer poised for growth



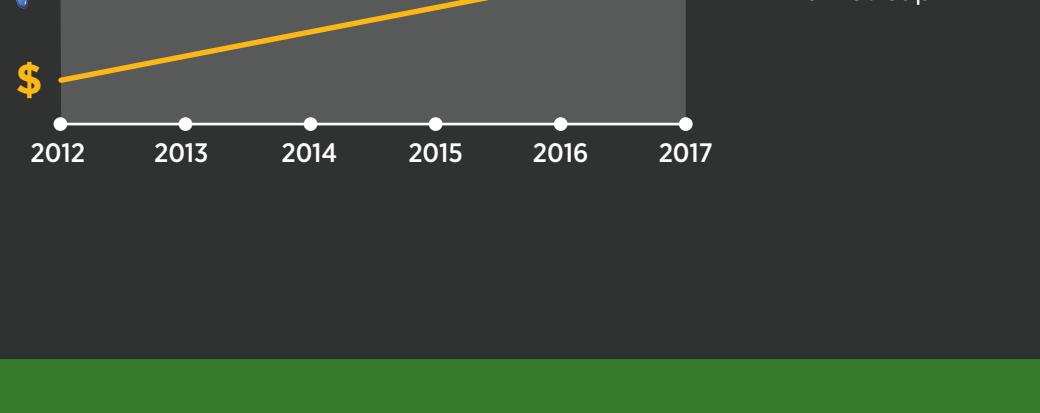
"So that's really the driving force - to remove infrastructure as the bottleneck to delivering projects to the business, commoditizing our infrastructure so it's predictable and consumable and then really provide a higher value in our service offerings."

John Shepard  
Director, Global  
Technology, Starbucks  
Coffee Company

Starbucks is the world's largest coffeehouse company

employees 150,000 stores 18,000 countries 62

In 2012, the company developed a 5-year vision



Retail market trends

## US Market

Collectively, the **US market for specialty foods** is estimated to be

**\$63 billion**

approximately **80%** of sales are **through retail stores**



## Retail IT budgets



Nearly **70%** are **consumed by operations and maintenance**



As much as **85%** of their **computing capacity** sits **idle**



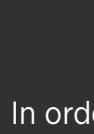
## Untapped potential

**85%** of multi-channel shoppers **expect a seamless experience across all channels**

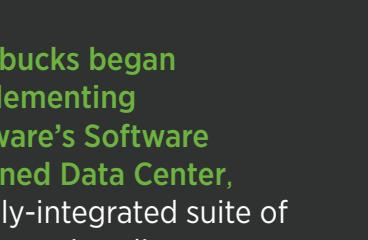
yet **only 13% of retailers provide this** because IT systems are siloed

**71%** of retail CMOs say they **can't capture and use data fast enough** to capture market opportunities

Enabling aggressive growth with VMware's Software-Defined Data Center



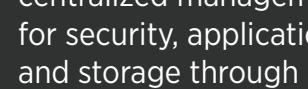
## Automation & Management



Network & Security

Compute & Memory

Storage & Availability



In order for Starbucks' IT infrastructure **to support its proposed 5x growth** without a significant increase in IT budgets and headcount, the company had to shift from a 'plan, develop, build, run' IT model to a more flexible and efficient service-based model.

Starbucks began implementing **VMware's Software Defined Data Center**, a fully-integrated suite of tools to virtualize, manage and automate all of the data center elements, including compute, storage and availability, and network and security.

**Starbucks is now doing more with the same IT headcount.**

The company has centralized management for security, applications and storage through a single console with real-time visibility, enabling efficient capacity planning and performance management.