

# Organic broccoli or tortilla chips—innovative technology helps United Supermarkets serve up the foods shoppers want

What's for dinner? United Supermarkets has the answer—and a whole lot more. This regional grocery chain combines hometown service with a variety of formats—from gourmet to ethnic specialty to convenience. United uses a software-defined HPE hybrid IT infrastructure with containers-to-cloud flexibility to create innovative digital solutions to understand its guests' needs, keep its shelves stocked with the items they want, and very soon, even use location awareness to send pop-up ads and coupons to their smart phones as they walk down the aisle. Appetites are strong for this high-tech shopping experience, with 87.5% of United's customer survey responses reporting a highly satisfied experience. It's also driving higher revenues and profits for United, much of which this charity-minded company feeds right back into the communities it serves.

## CHALLENGE

### Keep the shopping experience fresh

Like all retailers, United Supermarkets is hungry for customers, but low-price giants and “e-tailers” often lure away shoppers and drive down margins. To compete, United needed to help its guests find the groceries they want at the prices they want, whether ordering online for curbside pickup or using a store app on their smart phones as they walk down the aisle.

## SOLUTION

### Phone to table grocery store

United transformed its business with a hybrid IT solution utilizing a mix of containers and virtualization with HPE on-prem and seamless connectivity to public cloud. The HPE solution enables fast deployment and expansion of infrastructure and inspires IT with a higher level of flexibility and performance to create new, innovative solutions to enhance the shopping experience and speed time to market. This includes highly personalized omni-channel services, tailored to each guest's tastes and interests.

## RESULTS

### Makes picking up groceries a pleasure

United can now create and deploy new guest services 40% faster—like loyalty apps and online shopping options. Coming soon, digital “eyes” in every aisle will help keep shelves well stocked and loyalty program members informed of good deals near them in the store. United's innovation is helping guest satisfaction, which is at 87.5% highly satisfied, while operating costs are down substantially.

**“HPE really helps me to be creative and push beyond the status quo. With a software-defined hybrid IT infrastructure, we can be more advanced and modern in our approach, taking advantage of the speed and flexibility of containers, and pushing workloads to the cloud in the manner that works best for our company, all under one management philosophy. So we can spin up innovative new digital services for our guests faster and more cost-effectively.”**

Jeff Bridges, IT Infrastructure Manager, United Supermarkets

## BY THE NUMBERS

93

stores across Texas and New Mexico

40%

faster creation and deployment of new guest services

87.5%

guests highly satisfied

1M

shoppers per week

## TRENDS

With the majority of food sales coming from in-store shopping, food retailers are using technology to elevate the in-store shopping experience. Loyalty apps and push notifications are just the beginning. Today, 80% of shoppers use mobile phones inside physical stores to look up product reviews, compare prices or find alternative store locations. Soon shopping lists on smartphones will automatically guide consumers to in-store items while simultaneously comparing prices and reviews of different brands. Chatbots will further personalize customer engagement and transform shopping into an interactive, automated and social experience.

## SOLUTION RECIPE

### HPE Hardware

HPE ConvergedSystem 700x  
HPE ProLiant BL460c  
HPE ML350 Gen10 Servers  
3Par 7400 All-flash Data Storage

### HPE Software

HPE OneView

### HPE Pointnext services

HPE Storage Transformation and Data Migration Services  
HPE Factory Express Deployment Services  
HPE Installation & Startup Services  
HPE Proactive Care Advanced

### HPE Transformation Solution

Enterprise Hybrid Cloud

### HPE Partners

Docker  
Mesosphere  
Kubernetes  
Puppet  
Computer Transition Services, Inc.



## VIDEO

United Supermarkets modernizes IT and improves customer service with HPE  
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