open source networking @ stores

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Target
why we’re at ONS

- value of open
- freedom and flexibility
- longer view to move at our pace
- focus on features most meaningful to target
agenda

1. about target
2. connectivity strategy
3. challenges
4. keys to success
5. what we’re building
about target

- 1,850 stores in the United States
- 39 distribution centers in the U.S
- 350,000 team members worldwide
- global offices in India, China, Hong Kong
- 30 million guests a week shop our stores
- 100 million guests a month visit our digital channels
stores as hubs: a digital transformation
guest-centric engineering = great guest experiences
we embrace

- agile
- open
- learning
today’s problem domain

- Constantly growing cloud footprint to facilitate hundreds of supporting web applications
- Constantly growing technical footprint in the store to provide a killer in-store experience
- Bridging the gap between the web experience and the in-store experience. Connecting our guests to the best possible experience, regardless of where they are shopping with us
direction of travel

today

vendor hw

vendor sw

future

commodity hw

sw

(open source)
our challenges
scaling for holiday 2018

• 2M unique guest Wi-Fi clients in a day

• 77TB of data transferred on guest Wi-Fi over two days
challenge

data center focus

2 enterprise data centers

1,850 stores

39 distribution centers
challenge

People

1,850 stores
keys to success
success enabler:

leadership support
success enabler:

Team
success enabler: space
what we’re building
open first/commodity hardware
what’s next
engage with Target Tech

> tech.target.com

Target Tech Blog
Target team members share their experience working with technology.

> target.com/careers

work somewhere you love

careers
thank you