



SOLUTION BRIEF

Scaling Retail and E-commerce on a Cloud Retailers Control

Vultr enables retailers with a high-performance, AI-ready cloud platform for E-commerce platforms, OMS/POS systems, and payment applications, designed to reduce costs, scale globally, and maintain strict compliance while avoiding vendor lock-in.

[VULTR.COM](https://vultr.com)

Scaling Retail and E-Commerce with Vultr

Vultr delivers high-performance cloud compute and bare metal to run E-commerce platforms, order flows, and payment systems. With access to AMD Instinct™ and NVIDIA GPUs on Vultr Cloud GPU, businesses can improve customer experiences through personalization, forecasting, computer vision, and AI assistants. Retailers can scale globally with predictable pricing, compliance, and 32 global cloud data center regions, accelerating personalization, forecasting, and freedom from hyperscaler lock-in.

Retailers are under pressure to transform their AI stack quickly. According to [Gartner](#), 91% of retail IT leaders are prioritizing AI as the top technology to implement by 2026, underscoring the need for infrastructure that can support AI-centric workloads at scale.

At the same time, [IDC](#) projects retail to be among the top three industries for AI investment. This surge reflects retailers' urgency to modernize E-commerce, omnichannel, and supply chain operations with AI-powered solutions, while keeping costs predictable and data compliant.

The AI-ready cloud platform for retail and E-commerce

Unlike hyperscalers that burden retailers with complex pricing and lock-in, or niche neo-clouds that lack global reach, Vultr delivers a high-performance, AI-ready cloud built for retail. With 32 global cloud data center regions, predictable pricing, and instant access to AMD Instinct™ and NVIDIA GPUs, Vultr enables retailers to launch faster, scale globally, and stay compliant.

Vultr's open and composable cloud stack includes cloud compute, managed Kubernetes, serverless inference, and bare metal, as well as integrations with Vultr Cloud Alliance partners like Qdrant, SQream, and AMD. With Vultr, retailers have the freedom to innovate without being tied to a single vendor. This ensures teams can modernize E-commerce platforms, accelerate AI-driven personalization, and optimize logistics on their terms.

Challenges in retail

Modernizing legacy commerce stacks

Retailers often face challenges with slow feature rollouts across E-commerce, POS, and omnichannel platforms. Legacy systems can't keep pace with demands for AI-driven search, recommendations, and order management. Vultr solves this with composable cloud infrastructure, managed Kubernetes, serverless inference, and marketplace stacks, enabling retailers to modernize quickly, deploy close to shoppers, and avoid costly re-platforming.

Ensuring compliance and data sovereignty

Strict regulations like GDPR, CCPA, LGPD, DPDPA, and PCI DSS create barriers to global expansion and innovation. Retailers need to keep customer, order, and payment data in-jurisdiction while staying audit-ready. Vultr delivers broad regulatory coverage, IAM controls, encryption, and on-demand sovereign cloud, ensuring compliance without slowing growth.

Managing unpredictable cloud costs

Hyperscaler bills with hidden fees undermine ROI, especially during seasonal peaks like Black Friday or Singles' Day. Retailers need cost predictability to protect margins while scaling. Vultr provides transparent, predictable pricing, typically 30–50% lower than hyperscalers, allowing teams to budget confidently for peaks, brand launches, and omnichannel growth.

Scaling AI from pilot to production

Moving from AI pilots including product tagging, personalization, or forecasting to production at scale is often slowed by GPU shortages, vendor lock-in, and rigid infrastructure. Vultr eliminates these barriers with instant access to AMD Instinct™ and NVIDIA GPUs, GPU-enabled Kubernetes, serverless inference, and an open partner ecosystem. Retailers can deploy, scale, and optimize AI workloads faster while maintaining full cost control.

Supporting retail across six continents



32

global cloud data center regions



Retail use cases

E-commerce hosting

When traffic surges during peak shopping events, many storefronts slow down or crash. With Vultr Cloud Compute, Vultr Kubernetes Engine with autoscaling, and Vultr Marketplace stacks like WooCommerce and PrestaShop, retailers can launch storefronts close to shoppers, keep performance consistent worldwide, and scale seamlessly without hyperscaler complexity.

[Case Study | WebArc: Affordable E-commerce hosting](#)

Customer engagement

Brands often need to engage customers across multiple channels without inflating telecom and infrastructure costs. On Vultr, retailers can run scalable chat, voice, and personalization services that keep conversations seamless and customer relationships strong.

[Case Study | 3CX: Scalable customer engagement](#)

Omnichannel commerce

Syncing online and in-store orders can be unreliable on legacy systems. By hosting OMS and POS platforms on Vultr, retailers unify web, mobile, and in-store experiences, ensuring payments, orders, and loyalty programs work everywhere customers shop.

Key takeaways for retailers, E-commerce platforms, and digital leaders

Vultr enables retailers to focus on business growth while their cloud infrastructure is managed in the background. Vultr delivers the performance and compliance required to run E-commerce platforms, OMS, POS, and payment systems reliably, with the flexibility to extend into AI for personalization, forecasting, and analytics when it creates measurable value. With predictable pricing and global reach, Vultr gives enterprises a clear path to expand, innovate, and scale customer experiences without the complexity or lock-in of hyperscalers.

AI-driven personalization

Generic shopping experiences lead to abandoned carts and high return rates. With GPU-powered infrastructure on Vultr, fashion and lifestyle retailers deliver personalized recommendations, virtual try-ons, and curated shopping journeys that increase conversions and reduce returns.

[Case Study | StyleGenie: AI fashion personalization](#)

In-store retail innovation

Cameras, payment systems, and smart shelves generate valuable in-store data but often overwhelm local systems. By connecting these IoT devices to Vultr and leveraging AI, retailers can analyze traffic, monitor shelves in real time, detect theft automatically, and streamline checkout to improve efficiency and the overall shopping experience.

[Case Study | Retail IoT: Near-real-time intelligence](#)

Predictive retail intelligence

Forecasting demand with spreadsheets or batch jobs often results in overstock or stockouts. Retailers processing massive catalogs and sales data on Vultr Cloud GPU get faster product tagging, sharper forecasting, and accurate trend detection for smarter merchandising.

[Case Study | Avian.io: AI-powered product tagging](#)

Learn more about Vultr's approach to retail solutions

Contact us at vultr.com to get started.

