

OMNICHANNEL

# CONNECTIVITY

ORCHESTRATED BY CDW

Today's shoppers expect a seamless omnichannel experience while shopping anywhere, anytime. As consumer expectations continue to evolve, savvy retailers can stay one step ahead by adopting technology that not only enhances and improves customer engagement, but also scales to keep pace with business needs. From simple deployments to complex upgrades, CDW SmartRetail solutions can be tailored to meet any retailer's needs and keep technologies running smoothly.



## SmartRetail: CDW'S FULLY INTEGRATED RETAIL SOLUTION

CDW's SmartRetail is a complete, integrated solution that helps retailers make smarter business decisions by taking a holistic, big-picture approach to help them meet customer needs in exciting new ways and streamline day-to-day operations: back-office data systems that transform supply chain and inventory management; core infrastructure elements that optimize opportunities; and services to configure and manage the complex ecosystem.



**IT INFRASTRUCTURE** is the backbone for innovation, efficiency and future-ready competitiveness. It must:

- Support a true omnichannel shopping experience
- Cover everything from sourcing to setup
- Provide a reliable and secure network architecture



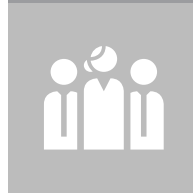
**CUSTOMER EXPERIENCE** offerings need to deliver:

- A streamlined and modernized shopping experience
- Personalized, and more relevant, customer offers
- A more secure checkout storewide



**DATA ANALYTICS** and Business Intelligence platforms can help with:

- Customer traffic patterns and preferences
- Store layout
- Inventory management decisions



**SERVICES** from CDW support your technology investment with:

- Configuration, installation, deployment and testing of new systems
- Infrastructure, licensing and vendor services



## CONSIDERATIONS WHEN UPDATING YOUR RETAIL TECHNOLOGY

To keep pace with cutting-edge front-of-house technologies that deliver optimal customer experiences, and make the most of capital and employee resources, it's crucial to invest in technology that works harder and smarter. Ask yourself:

- What are you doing to reach your customers in a relevant, active, effective way? How satisfied are you with the result?
- To what degree do you use data to understand your customers?
- How are your competitors using technology to improve the customer experience in ways that you currently can't?
- How do your store operations, marketing and IT departments work together to improve customer engagement? How effective is that interaction?

## PARTNERS WHO GET IT



## MODERNIZED RETAIL TECHNOLOGY. ORCHESTRATED BY CDW.

At CDW, we can provide the services and solutions that create the foundation for any SmartRetail deployment. We have the expertise and people to design and deliver a solution that will ultimately enhance your customers' experience.



**CUSTOMIZED SOLUTIONS** tailored to your specific needs, both those that exist today and those you anticipate tomorrow



**RETAIL-SPECIFIC KNOWLEDGE** based on providing guidance to more than 250,000 retail companies



**EXPERTISE** to improve your current infrastructure without overhauling the entire environment, with integrated solutions that create a frictionless experience for IT staff, sales associates and customers



**TECHNOLOGY PARTNERSHIPS** that ensure you take advantage of emerging networking, security, storage and mobility options



**COMPREHENSIVE SERVICES** backed by 15 years of experience offering managed services, with 250 experts here to ensure retailers receive ongoing management to match their needs

Visit [CDW.com/smartretail](http://CDW.com/smartretail) or call your account manager at **800.800.4239** to learn how CDW can orchestrate a technology solution that ultimately enhances your customers' experience.