

Modern Retail Starts with Samsung and CDW



Today's customers expect more than products — they expect connected, personalized experiences that blend digital convenience with in-store engagement. Meeting those expectations requires technology that unites every aspect of retail, from associate enablement to back-office operations.

Samsung and CDW empower retailers to deliver seamless experiences across channels with intelligent, secure, scalable solutions designed for real-world environments. Together, we help you create smarter stores that drive loyalty, efficiency and growth in a rapidly evolving marketplace.

Built to Power Retail Innovation

Samsung and CDW combine deep industry expertise, a vast partner ecosystem and cutting-edge technology to help retailers create engaging, efficient and future-ready environments.

- **Enhance customer experience.**

Empower store associates with Samsung Galaxy smartphones that reduce friction and enable seamless, personalized service.

- **Drive operational efficiency.** Unify POS, inventory and associate workflows with Galaxy rugged mobile devices and smart displays.

- **Ensure security and governance.**

Protect customer data and store operations with Samsung Knox, secure infrastructure and CDW's expert management services.

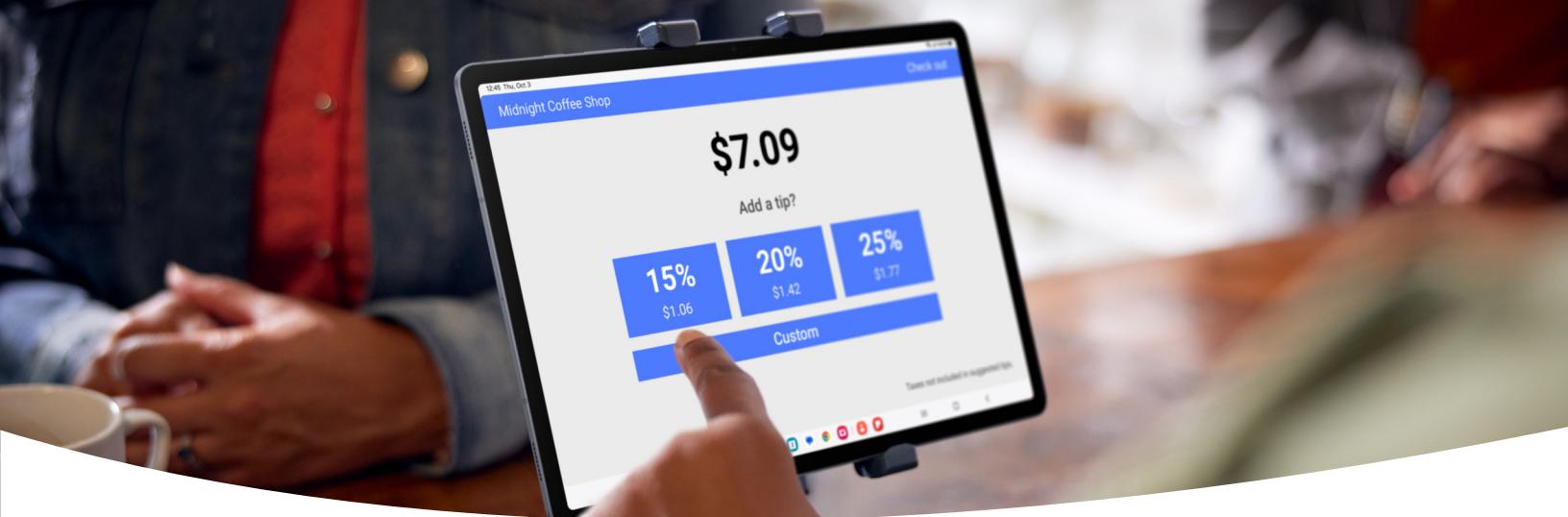
WHY CDW FOR RETAIL?

- Retail IT expertise across thousands of deployments from pilot stores to global chains
- Tailored innovation with turnkey staging, kitting and deployment services
- 24/7 support with global reach
- Expertise in POS, digital signage, AI, RFID and store modernization

What Sets Samsung Apart?

- **Connected devices.** Galaxy rugged tablets, smart signage and smartphones pre-configured for retail use
- **Samsung DeX.** Turn mobile devices into workstations that empower team members to analyze dashboards and run operations from a single mobile device

- **Knox security platform and Knox Suite.** Embedded protection and remote manageability reduce risk while enabling flexible, modern retail operations
- **Retail-focused design.** Devices built for high-traffic, high-engagement settings



A Smarter, More Connected Retail Experience

Samsung and CDW deliver connected retail technologies that help unify operations and elevate every customer interaction. Our solutions empower teams and streamline workflows across the entire retail ecosystem. Together, we make it easier to deliver seamless experiences that drive loyalty, efficiency and growth in every store environment.

Core Use Cases

- **Connected storefront.** Merge the digital and physical shopping experience to captivate customers from the moment they enter. With Samsung's smart displays, interactive kiosks and Samsung for POS solutions, retailers can deliver personalized promotions, real-time product information and seamless checkout anywhere in the store. CDW helps integrate these technologies to create a unified storefront that adapts to every shopper's journey and drives higher engagement and sales.
- **Inventory management.** Gain visibility into your inventory and supply chain with connected devices and real-time analytics. Samsung's Galaxy rugged tablets and mobile scanners simplify tracking and replenishment. Real-time dashboards surface insights that help minimize stockouts, reduce shrinkage and forecast demand with precision. CDW ensures smooth deployment and integration across systems, so your associates always have the right products in the right place at the right time.
- **Associate enablement.** Empower store teams with Galaxy smartphones that keep them informed, connected and ready to serve. Samsung handhelds and wearables give associates instant access to product details, training resources and communication platforms, improving service speed and accuracy on the sales floor. With support from CDW's retail experts, you can create an agile workforce that delivers consistent, high-touch customer experiences while boosting productivity and satisfaction.
- **Retail insights.** Turn data into action with AI-ready devices and advanced analytics that uncover trends in real time. From traffic patterns to buying behavior, Samsung technology combined with CDW's analytics expertise gives retailers a 360° view of operations and customer preferences. These insights enable smarter merchandising, dynamic pricing and personalized engagement that build loyalty and maximize revenue.

Let's Build the Store of the Future

Samsung powers many of the world's leading retail environments with connected, secure, data-driven technologies that help brands reimagine the shopping experience. CDW's retail expertise and end-to-end service delivery help you modernize operations, elevate customer engagement and build a smarter foundation for growth.

SAMSUNG

**Contact your CDW account team to explore
Samsung retail solutions.**