

SOLUTION IN ACTION

Prepare for the Future of Retail with Advanced Technology

Winning in retail requires delivering an extraordinary guest experience the first time, and every time. SmartRetail solutions are helping retailers serve customers in new and exciting ways. Harness the power of advanced technology to streamline day-to-day operations, capture valuable behavioral data, improve supply chain and inventory management, empower your associates and have your customers coming back for more.

► **Learn how** this SmartRetail solution can help you make smarter business decisions and prepare your retail organization for the future.

OPTIMIZE THE CUSTOMER EXPERIENCE AND RETAIL OPERATIONS

Walking down the aisle, he selected the shampoo – a brand he had never before noticed. This merchandise had been relocated to improve sales based on **data gathered by in-store customer presence IT**. It was now flying off the shelf.

The associate used **mobile POS** to cash-out the sale on the spot, while inventory was already being located and pulled from the nearest distribution center to replenish stock.

The drugstore's **mobile app** showed the customer his toothpaste was in stock. As he entered the store, a shampoo **coupon popped up** on his phone screen.

A sales associate was alerted on their **mobile device** of the customer's arrival, and greeted him with a new product that had just been introduced by his favorite brand.

POWERFUL TECHNOLOGY THAT DRIVES RETAIL SUCCESS

The store's **mobile app** provided the customer with real-time inventory information. **Customer presence IT** triggered the coupon and the alert to the associate regarding his arrival.

It also collected the data that was analyzed by **predictive analytics software** to locate a better shelf position to increase shampoo sales.

The associate's **multifunction mobile device** shared details on the product upsell opportunity, and was used to cash-out the sale on the spot.

The **inventory management system** immediately replenished the shelves with merchandise from the most cost-effective distribution center.

BEHIND THE SCENES

SmartRetail solutions increase business effectiveness and customer satisfaction. **Data capture tools** and **mobile devices** optimize data collection based on customer behavior. **Data systems** drive storage, aggregation and management of data, then mine it for insights that enhance the customer journey and optimize business operations and the supply chain/**inventory management** system. A resilient **network** provides secure and seamless connection throughout the ecosystem.



Whether it's beacons and digital signage, data systems that transform supply chain and inventory management, or mobile devices and services, CDW offers the most advanced retail technology solutions. Our experts can help orchestrate the right SmartRetail solution to prepare you for the future of retail, improve the customer experience, deliver greater productivity, operational effectiveness and cost savings.

To learn more about SmartRetail contact your retail account manager at **866.484.8596** or visit biztechmagazine.com/retail

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