



Create Your Ultimate Retail Customer Experience

Preparing for the future of retail

With the rapid intersection of physical and digital channels, retailers are redefining the customer engagement across every touchpoint. They are harnessing AI and data analytics for personalized insights, leveraging cloud and hybrid infrastructures for greater agility, and prioritizing cybersecurity to protect customer data.

These strategic moves are essential for enhancing customer satisfaction, driving revenue growth and mitigating operational risks in a highly competitive and uncertain market.

CDW is your partner in retail transformation

We help you assess, design and deploy personalized omnichannel shopping experiences, leveraging your current infrastructure and strategically integrating modernizations to help support emerging technologies. With our guidance, you can select the right partners, solutions and services to transform your retail operations, optimize performance and improve your bottom line. Whether you're integrating AI, computer vision or other emerging innovations, we'll work with you to make sure you meet the demands of today's retail market.



Elevate Your Retail Strategy

Today's retail IT teams play a critical role in shaping the customer experience and driving operational success. Beyond tackling common technology challenges like security, networking and data storage, you're also responsible for creating seamless, reliable systems that meet the high expectations of both customers and employees. And between corporate headquarters, satellite offices and stores, retail IT departments could have hundreds or even thousands of locations to manage.

With CDW as your true technology partner, you'll be equipped to surprise and delight your customers, build loyalty and deliver seamless experiences.

We enable retail IT teams to streamline operations, reduce costs and enhance agility. By providing robust solutions tailored to the retail environment, CDW empowers teams to shift their focus from day-to-day tasks to staying ahead of the competition and thriving in the long term.

With CDW's support, retail IT departments can optimize every aspect of the customer experience, from in-store interactions to online engagements, ensuring a seamless, consistent experience across all touchpoints. This comprehensive approach is strengthened by CDW's full-stack solutions, designed to meet the evolving needs of retailers in a rapidly changing market.



73% of U.S. consumers have changed their buying habits over the past year¹



The CDW Approach

CDW's full-stack, full-outcomes approach helps retailers accelerate innovation and optimize the customer experience, all while delivering agility and cost efficiencies. We design, orchestrate and manage solutions that drive business success.

Local presence, global reach

By combining local knowledge with expertise in international shipping logistics, we deliver service-driven solutions to customer headquarters and satellite offices across the globe. Partnering with us for your international needs can help you reach your goals and reduce the risk, complexity and cost that come with procuring, deploying and integrating technology.



Full stack. Full lifecycle. Full outcomes.

Desired Outcomes

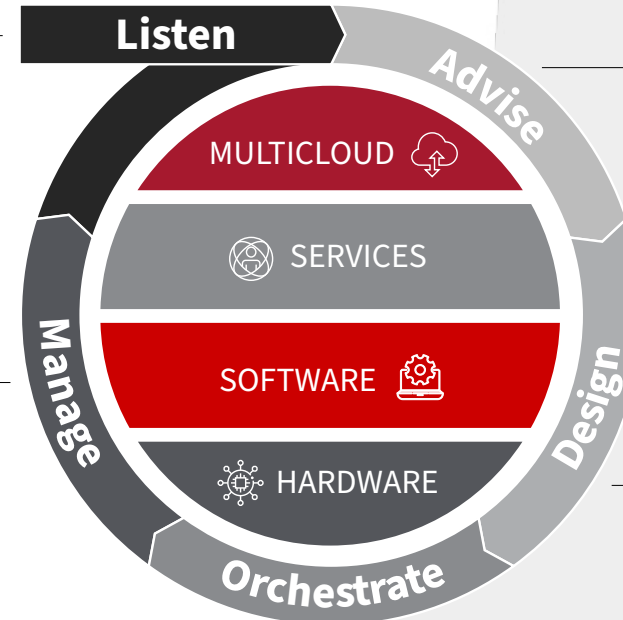
250,000+ customers recognize CDW as their expert partner.

Continuous Operations

Managed Services NPS **60+**
 Service Desk **6+** Languages
550+ Coworkers
24/7 Coverage

Proven Quality

10,000+ Certifications
 Delivery to **150+** Countries
2,000 Projects
 Professional Services
26 U.S. Cities
10 International Locations



TRUST AT SCALE

4,500 Engaged Sellers
600 Field Sellers
1,000 Solution Architects
2,000 Engineer Experts
1,000 Tech Coworkers Int'l
300 Software Engineers
1 Million+ Sq. Ft. Distribution Space
10,000 Configurations per Day

Unmatched Expertise

20+ Partner Early Field Trials
1,200 Solution Partners
 All Industry Verticals
 Full-Stack Hybrid Cloud
50+ Partner Advisory Boards

CDW Services

We understand you need more than technology — you need a partner who knows your industry and can guide you in developing forward-thinking strategies. Your dedicated CDW account team works closely with you to offer services to ensure your technology's performance and investment continue to add value well into the future.

9 out of **10** retailers are actively using or assessing AI in their operations²

CDW offers a full lifecycle of services:



Design

We bring our wealth of knowledge in tools, data and implementations to help assess your needs and create a tailored roadmap that addresses both existing challenges and new opportunities for growth.



Orchestrate

Our experts configure and deploy solutions to help you implement the right technology and ensure it works from day one.



Manage

24/7/365 support and technology management can save you time and money by augmenting the bandwidth of your internal IT team.



Store Operation Services

CDW provides customizable, end-to-end support that keeps your stores running smoothly and your technology ahead of the curve.

Store lifecycle services

Opening new stores, or refreshing existing ones, is often a difficult and time-consuming task. CDW can deliver a customizable, consolidated solution that takes care of the heavy lifting for you.

From provisioning equipment to staging, deployment and installation, CDW takes that burden off your IT team so you can open and refresh stores quickly while building experiences that keep shoppers engaged.

Store deployment/maintenance

CDW's end-to-end deployment and maintenance services keep your stores at the forefront of retail technology, ensuring smooth operation.

ServiceNow

For retailers evaluating their current environments and potential IT investments, it might be difficult to know where to start. Services from CDW can help business and IT leaders address their existing challenges, identify areas of opportunity and accelerate time to impact.

Digital Environment

In today's fast-paced retail market, digital transformation is a must. CDW's full-stack engineering services help you navigate technical complexities, ensuring operational efficiency, revenue growth and rapid innovation. Whether adopting a cloud strategy or modernizing your data operations, we provide the expertise you need to succeed in a dynamic environment.

CDW is your trusted technical services partner when results matter. Whether you're adopting a single public cloud provider platform or a **hybrid cloud or multicloud** environment, we understand that your cloud environment is dynamic and ever-evolving.

At CDW, we help you build a cloud-native strategy that works for you, simplifying deployment and management, improving speed and productivity, and reducing costs, all while assuring you get the maximum value out of your entire cloud strategy.

Our **software development services** don't just ship custom applications and code. We enable you to focus on business outcomes — outcomes like removing technical debt that increases infrastructure costs and barriers to **application modernization** by refactoring or replatforming your applications.

To win a **DataOps and AI/ML** game plan, you need to be able to look at your data, understand the underlying insights for actionable AI/ML and create new data pipelines to support your business requirements and evolve your business quickly. With CDW providing you with thoughtful paths for data modernization, actionable data insights and DataOps best practices, you will begin to visualize real benefits with your data, anywhere in the business, right now.

Workshops

During an **IoT Ideation Workshop**, CDW's solution architects help retail leaders brainstorm about potential IoT applications, prioritize their most impactful ideas, analyze costs and implementation time, and ultimately, deliver a roadmap outlining short-term next steps and long-term goals.

In a **CDW AI Transformation Workshop**, experts perform a gap analysis and build a business integration plan for new technologies. Key deliverables include a summary of technologies that should be improved, replaced or added, a prioritized list of IT initiatives by business unit, and an analysis of the ROI and complexity of implementation for the most important projects.



250+ engineers and two of the world's Google Cloud Fellows on staff

Modernizing Retail Experiences

Succeeding in today's retail landscape requires innovation. Retailers must embrace technology to overcome challenges, ensure a seamless omnichannel experience and stand out from the competition.

Customer experience

- Ensure seamless hybrid online and in-store shopping
- Create safety protocols that enhance the in-store experience

Omnichannel insights

- Leverage checkout data to inform process adjustments
- Realize artificial intelligence (AI) and machine learning (ML) efficiency gains

Employee productivity

- Invest in technology to support “anywhere” checkout
- Roll out devices that allow associates to access inventory and digital apps at their fingertips

CDW leverages our retail expertise to help deploy innovative checkout solutions. With CDW as your partner, you can maximize your customer experience investment, amplify productivity and lay the groundwork for future innovation.



of consumers say there is a clear gap between companies that leverage AI effectively in customer service and those that don't³

Pillars of retail modernization

Best practices combined with best-in-class technologies help retailers to not just meet but exceed customer expectations, creating a lasting competitive edge.

Connectivity

The foundation for improved customer experiences.

Connectivity: Wi-Fi, Wi-Fi 6E

Provide a foundational layer to enable seamless technology within a retail space and increase productivity while enhancing the customer experience.

- Network health check
- Network assessment
- Physical site survey
- Deployment services

Connectivity: SD-WAN

Enable simplified WAN management and operations and a lower cost of connectivity without sacrificing performance or security.

- Deployment services
- SD-WAN workshop
- Expense management assessment

Connectivity: 5G

Achieve backup connectivity and failover.

- Expense management assessment
- Deployment services

Applications

Enable legacy applications for the cloud and optimize performance.

Application modernization

Leverage existing applications in a multichannel environment via a modernization engagement that increases agility and performance.

- Application consultation and assessment
- Modernization engagement
- Deployment

Point of Sale

Extend checkout to anywhere in the store.

Mobile and contactless payments

Streamline in-store operations.

- Asset lifecycle management services
- Deployment services

Store of the Future

It's not just about today; you're designing for tomorrow's customer. With CDW's cutting-edge technology and services, you can create the "store of tomorrow" that delights customers and makes in-store shopping more interactive and engaging.

As customers grow accustomed to exceptional digital experiences online, they expect the same level of interactivity and personalization when they shop in physical stores. Retailers, in turn, want to enhance the in-store experience, making it more appealing and profitable.



61% of consumers say they expect more personalized service with AI³

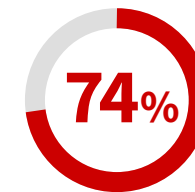
By partnering with CDW, retailers can evolve their store environments to be more interactive and immersive, meeting these growing customer demands and supported by advanced technologies including:

- **Interactive fitting rooms.** Transform fitting rooms with RFID technology that automatically displays product details on a touchscreen when items are brought in. Shoppers can request different sizes or accessories without leaving the room, enhancing convenience and driving higher fitting room conversions.
- **Lift-and-learn technology.** When customers pick up RFID-tagged items, nearby digital displays instantly show product details, comparisons and complementary products. This real-time information helps shoppers make informed decisions, increasing conversions and encouraging purchases.
- **Frictionless self-checkout.** Advanced video solutions enable a self-checkout experience where shoppers simply place items on the counter and camera technology automatically captures and scans them. This process saves customers time and reduces wait times, leading to higher customer satisfaction.
- **Smart cabinets and lockers.** For age-restricted products, smart cabinets and lockers allow customers to securely scan their ID and make purchases without staff assistance. This not only streamlines the buying process but also ensures compliance with legal requirements.
- **Walk-in walk-out technology.** Customers can tap their credit card at a kiosk upon entering the store, grab the items they need, and leave — all without standing in line or scanning items at a traditional checkout.
A system of sensors and video tracking adds the selected items to a virtual shopping cart for which the customer is charged upon leaving. This seamless experience reduces friction and enhances customer satisfaction, making shopping quicker and more convenient.

Loyalty and brand experience

Stores want to create a compelling, differentiated brand experience that provides an optimal sales environment and brings customers back to the store. CDW is your one-stop shop for the technology, expertise and partners to create a memorable experience.

- **Technology.** CDW has all the hardware and software a retailer needs to create an exceptional brand experience, whether it's vibrant displays for digital signage, speakers for high-quality music and sound, or devices that can deploy a cultivated scent.
- **Expertise.** CDW has the expertise to design, install and deploy the solutions that create the desired brand experience. By partnering with CDW, you can take that burden off your store team, freeing them up to have more meaningful interactions with customers.
- **Partners.** CDW has the right partners in place to maximize the experience customers have with your brand. Whether it's setting the right mood or creating a gamified experience that keeps customers coming back, our partners' consultative approach will help your stores stand out.



74% of consumers say AI agents that understand and respond to their voice would highly improve their experience³

Store Productivity

Labor shortages and other business challenges have made store productivity and efficiency paramount for retailers. To overcome these challenges, retailers need to rely on technology that empowers store managers and associates to provide a unique and exceptional customer experience.



of retail workers are interested in a 4-day work week⁴

- **Inventory awareness.** Innovative and easy-to-understand dashboards allow store managers to quickly understand their current inventory, where it needs to be and how that influences store operations.
- **Associate mobility.** Providing inventory information on tablets or other mobile devices means managers and associates are no longer tied to a computer in the office looking at potentially out-of-date data. Instead, they can be free to spend more time on the sales floor interacting with customers and making more informed operational decisions.
- **Customer experience.** Customers today have access to more data than ever before. Empowering associates with mobile, near-instant access to inventory and product data not only allows the associate to become a valuable customer resource, it can also reduce instances where a potential shopper visits a competitor's website to do research while in-store.



Cybersecurity

In an era of high-profile breaches, protecting your data — and your customers' data — is more critical than ever. CDW's comprehensive cybersecurity solutions safeguard your entire operation, from your network to your physical locations, ensuring you can build and maintain customer trust in an increasingly digital world.

- **End-to-end security.** Understand which people and devices are accessing your network and are presenting a physical threat. Next-generation firewalls and unified threat management, IDS/IPS, security information and event management, email and web security, advanced malware protection, video surveillance, and network access control and authentication make sure your infrastructure and your physical location are lock-tight.
- **Risk and security assessments.** CDW experts can assess your risk management strategy and conduct comprehensive security evaluations, including the complimentary CDW Threat Check. This network assessment actively monitors and detects malware, signs of external intrusions and other security vulnerabilities.
- **Endpoint security.** Today's robust tools take security to the next level, using AI and machine learning to detect anomalous behavior on users' devices. Mobile devices and applications should also be updated, managed and monitored with enterprise mobility management tools.
- **Data loss prevention.** Combine encryption with tools that classify, monitor, report and restrict data from being printed, emailed or copied, as well as allowing remote wipe capabilities, to minimize the risk of data loss and help ensure compliance with organizational policies and government regulation.

- **Mobile security.** Enable employees to securely connect whenever and wherever they want with network access control, authentication, VPN architecture and mobile device management.
- **PCI and GDPR compliance.** Ensure your organization's payment data security standard (PCI DSS) guidelines to protect data and avoid the risk of fines, fees or other penalties. If your organization operates in or shares data in the European Union, you also need to comply with the General Data Protection Regulation (GDPR).



Physical Security

Enhance loss prevention efforts with advanced video and AI

Many retailers are turning to self-checkout technology and flexible payment systems to help manage staff shortages and an increasingly challenging business environment. But while these tools and systems can enhance the customer experience, they present challenges for loss prevention teams, who are tasked with combatting inventory shrink and rising crime.

With advanced AI-powered video solutions, CDW helps you stay one step ahead of potential threats. From reducing inventory shrinkage to enhancing employee and customer safety, our technology provides real-time insights that protect your business and create a safer shopping environment.

Combat fraud

- Detect scan avoidance, sweethearting and other types of fraud
- By integrating directly with the point-of-sale system, advanced video solutions can automatically flag and retrieve video of suspicious transactions
- Highlight and compile smaller transactions, which often go unnoticed during manual review

Gain smart analytics

- Reveal potential areas for training, improvement or increased attention
- Easy-to-read dashboard provides analytics linked to individual cashiers

Deter nuisance and crime

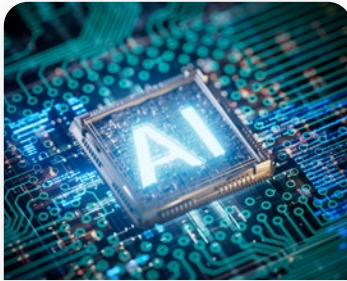
- Advanced video with AI and monitoring services can improve employee and customer safety by reducing potentially dangerous interactions
- Helps foster partnerships with law enforcement to eliminate recurring issues

Supporting Technology

Emerging technologies are becoming crucial tools for supporting various initiatives, from enhancing customer experience to improving operational efficiency. Retailers are increasingly turning to these innovative solutions to stay competitive and meet the growing demands of tech-savvy consumers.



of retailers say their spending on AI will increase in the next fiscal year³



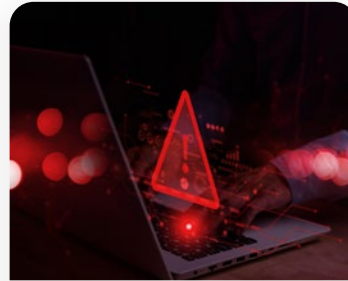
AI

Leverage AI to enhance customer service, drive personalized marketing campaigns and predict demand, giving you a competitive edge in a data-driven market.



RFID

Improve pricing accuracy and inventory management with RFID, ensuring a smooth, interactive shopping experience.



Computer vision

Empower your security systems with AI to detect potential theft or fraud in real time, protecting your business and your customers.



Electronic shelf label (ESL)

Replace traditional paper labels with smart digital displays, reducing errors and enhancing the shopping experience.



Digital signage

Engage customers with dynamic content on digital displays, from LED screens to video walls, making their shopping journey more interactive and enjoyable.



Edge computing

Speed up data processing and decision-making with edge computing, optimizing everything from inventory management to customer engagement.

Expertise and Partners

Partner with CDW to upgrade your store

Through our powerful network of world-class organizations and partners, we're able to offer a variety of solutions and services to meet the unique needs of your retail business.

With CDW, you gain access to the best technology choices and expert guidance to optimize operations and stay competitive in the ever-evolving retail landscape.

Environmental, social, governance (ESG) framework

Guided by global standards like Sustainability Accounting Standards Board (SASB) and the Global Reporting Initiative (GRI), we focus on sustaining business and planet, engaging our people and partners, and inspiring trust among stakeholders.

Diversity Supplier Program

CDW's deep experience, expertise and commitment to diversity excellence is critical to our ongoing success. We invest time in building partnerships with our diverse suppliers and in working side by side with them to serve our customers.

Partners



Industry associations





Retail

CDW Approach

CDW Services

Store Experience

Store Efficiency

Security

Supporting Technology

Expertise and Partners

Make amazing happen.

Amazing happens when your modern retail environment delivers the experience customers demand.

Contact your CDW account team or visit [CDW.com/retail](https://www.cdw.com/retail) to get started.

Sources:

¹ EY, Future Consumer Index, March 2025

² NVIDIA, State of AI in Retail and CPG: 2025 Trends, 2025

³ Zendesk, CX Trends Report, 2025

⁴ KPMG, Consumer & Retail (C&R)—American Worker Survey, 2025

