WE GET IMPROVING THE SHOPPER EXPERIENCE.

Succeeding in today's retail landscape requires innovation. Consumer processes and the customer journey have changed. From texting with sales associates to price comparing online, the shopping experience is now a multichannel one. This new reality calls for retailers to invest in technology that modernizes and improves the checkout experience.

## PROACTIVE INNOVATION THAT MODERNIZES YOUR BRAND EXPERIENCE

The pandemic accelerated changing consumer expectations and permanently changed how customers interact with retailers. This is driving retailers to find new and varied ways to engage customers — from loyalty programs to revamped checkout experiences — in store and online. Convenience, flexibility and a seamless shopping experience are a must, especially when it comes to making a purchase.

When welcoming shoppers back into stores, retailers must embrace technology to overcome challenges, ensure a seamless multichannel experience and stand out from the competition:

CUSTOMER EXPERIENCE

- Ensure seamless hybrid online and in-store shopping
- Create loyalty programs to attract shoppers into the store
- Offer buy online, pick up in store or curbside
- Create safety protocols that enhance the in-store experience
- Eliminate long checkout lines
- Achieve highly efficient in-store pickup and a highly experiential in-store shopping experience
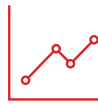
MULTICHANNEL INSIGHTS

- Leverage checkout data to inform process adjustments
- Search data captured at checkout to achieve improvements and gain multichannel insights
- Capture online and offline data to support supply chain decisions
- Realize AI (artificial intelligence) and ML (machine learning) 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
- Increase efficiencies with technology that enables more checkouts with fewer employees
- Create mobile employees that can handle all customer inquiries without handing off

CDW

INVESTING IN SOLUTIONS THAT SUPPORT CHECKOUT MODERNIZATION

CDW can work with you to overcome these issues and create a solution that supports improved checkout protocols that enhance the multichannel experience.

WHAT CDW OFFERS

CDW leverages our retail expertise to help deploy innovative checkout solutions. We offer a full-stack approach, beginning with a consultation assessment, to ensure you get easy-to-deploy technology that supports your checkout solution and helps you achieve your business outcomes, whether that's a store refresh, a transition to the cloud, checkout modernization or another goal. This includes foundational components that support resale, configuration, deployment, store expansion, application, data workflows and mobile and online presence.

WITH CDW AS YOUR TECHNOLOGY PARTNER, YOU CAN:

- Maximize your customer experience investment: build a foundation and network that supports apps and workflows to improve the online/offline experience.

- Amplify productivity: improve network connectivity to make it faster and easier for staff to provide uninterrupted customer assistance.

- Lay the groundwork for future innovation: Create a technology infrastructure that adapts to changing business needs and can accommodate growth in customers, locations or employees.

CONNECTIVITY
(Wi-Fi, SD-WAN, 5G)

The foundation for improved customer experience

APPLICATIONS
(Edge Computing & Application Modernization)

Enable legacy applications for the cloud and optimize performance

POINT OF SALE
(Mobility & Contactless Payments)

Extend checkout to anywhere in the store

CDW

CDW SERVICES

Connectivity: Wi–Fi

Provide a foundational layer to enable 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

Point of Sale: Mobile and Contactless Payments

Extend the checkout to anywhere in the store

- Asset lifecycle management services
- Deployment services

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

QUESTIONS TO CONSIDER FOR CHECKOUT MODERNIZATION

As you embark on the journey to upgrade your checkout technology, keep these questions in mind.

- What is your ideal vision of a modern checkout experience for your customers?
- What POS software are you currently using?
- Are you maintaining PCI compliance with your payment terminals and credit card data?
- Do you have a plan to migrate to PCI 5.0 payment devices?
- Are you replacing your current checkout–supporting technology, or looking to add additional functionality (e.g., contactless payments, curbside pickup, mobile checkout, kiosk, BOPIS, online ordering)?
- How scalable and adaptable is your current network?
- Do you have in–store computing resources to support application demands?
- Are your current applications cloud enabled?

CDW provides end-to-end solutions for checkout modernization, including a wide array of solutions to add functionality to your existing environment. For innovative checkout solutions, you need IT Orchestration by CDW®.

For more information, contact your account team or call **800.800.4239**

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