

## SOLUTION IN ACTION

# Inventory Management: Taking Stock

Retail customers expect a simple, seamless experience no matter what channel they choose. Yet in-store associates often lack the tools they need to deliver the products customers want, when and where they want them. Easy access to powerful inventory systems, data, and mobile devices ensure they can deliver the product and a top-notch customer experience.

► **Check out this inventory management solution in action** to see how smart technology is changing the way associates work.

### EMPOWERED ASSOCIATES, SATISFIED CUSTOMERS

A customer asked about jeans and a shirt she had viewed on her mobile device in the store. Using the **tablet kiosk** linked to the **inventory system**, the associate found the items.

She used **RFID** to locate the jeans in the store, and then sent the top she found at another store location to the customer's home. The associate's mobile device also alerted her about spring merchandise on order in the brand and color her customer frequently purchased. The customer loved the merchandise and ordered several pieces, weeks ahead of in-store delivery.

As the associate completed the sale on the spot using her mobile POS, **merchandise was already restocked on the floor**, ready for the next customer.

### AT ASSOCIATES' FINGERTIPS:

### POWERFUL INVENTORY MANAGEMENT

**Managing inventory** to ensure this customer found what she wanted when she wanted it required that the associate have **access to critical inventory data** along the entire supply chain. It also required **access to customer data** regarding preferences and buying behaviors.

**Data analytics platforms** and **machine learning** effectively deliver and manage massive quantities of customer, merchandise, vendor and supplier data and provide associates with **access to insights** and **inventory decision-making** in real time. Smart technologies like these help to understand why inventory may be over or under, and also build a baseline for measurement.

### BEHIND THE SCENES

Retail inventory management transforms the way associates work using the most advanced technology. **End-user technology** helps associates track and access inventory availability with **mobility**. The **analytics platform** manages and analyzes massive quantities of data for inventory decision-making in real time through every step of the inventory process. A robust and secure **data center** drives speedy inventory analysis throughout the entire supply chain.



Learn more about the latest news, insights and trends in retail technology by visiting [biztechmagazine.com/retail](http://biztechmagazine.com/retail). Call **800.800.4239** to set up a consultation with a CDW inventory management expert or visit [CDW.com/retail](http://CDW.com/retail) for more information.

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