

TRANSFORM THE WAY ASSOCIATES WORK THROUGH

# RETAIL MOBILITY

ORCHESTRATED BY CDW

Consumers are driving a retail omnichannel revolution where purchases can be made anytime and from any location, including from the comfort of their couch. Yet the majority of transactions still occur in the store. Mobile devices deliver just what associates need to satisfy customers: rapid access to data and transaction processing, at their fingertips, from anywhere in the store, empowering associates and improving workplace productivity.

## Retail Mobility Solutions: Our Approach

Retail mobility requires the most advanced technology, starting with secure, networked, multifunction devices and the infrastructure to support them. CDW has both the expertise and the technology solutions that help associates personalize the shopping experience. Inventory tracking, customer data profiles, communication capabilities, mobile printers and transaction processing increase efficiency and sales opportunities.

## Considerations When Updating Your Retail Mobility Solution

Tech-savvy customers drive the need for every retailer to adopt new technology to remain competitive. Arming your associates with mobile tools that serve multiple functions is a good place to start and ensures your customers return to your store again and again. Ask yourself:

- What tools do your associates currently use to access data and conduct in-store transactions such as checking inventory visibility, personalized customer data, ordering out-of-stock sales processing, etc.?
- Are your associates able to access data and conduct transactions while engaging with a customer from anywhere in the store? Or are they anchored to one location?
- Do you currently use mobile devices, and if so, are they multifunctional?
- Does your point-of-sale (POS) platform support mobile POS?
- Is your network robust and prepared to support mobile technology?
- What are you doing to secure your data, network access and mobile channels against cyberthreats?



Learn more about the latest news, insights and trends in retail technology by visiting [biztechmagazine.com/retail](http://biztechmagazine.com/retail)

## THE SOLUTION

CDW's experts understand that each retail organization has unique challenges when it comes to mobilizing associates. We can help you evaluate your technology needs and work closely with you to design, deploy and manage the right retail mobility solution. We orchestrate a broad range of solutions using industry-leading technology that includes:



**MOBILE DEVICES.** When your associates have the right tools to meet customers' needs from any location in the store they'll deliver a seamless, secure, personalized and memorable customer experience every time. Mobile multifunction devices help associates enable customer experiences that rival your toughest competitors:

- Mobile Touch Computer
- Tablet
- Data Collection Terminal
- Mobile Printer



**DATA CENTER.** Modern retail requires a modern, robust infrastructure to stay connected and support the latest mobile and other advanced technologies. Equipment should include:

- Wireless Control System
- Wireless Location Analytics
- Wireless Access Point
- Point-of-Sale Processing



**NETWORK SECURITY.** The only way to control a modern network is to proactively embrace a comprehensive risk management strategy. Key security solutions include:

- Next-Generation Firewall
- Next-Generation Intrusion Prevention System
- Advance Threat Detection
- Network Access Control



**SERVICES** from CDW improve performance, reduce risk and free up staff time:

- Mobility Consultation
- Mobile Device Management
- Device as a Service
- Mobile Apps

## ORCHESTRATING THE SOLUTION

Retailers who are providing their associates with the innovative technology solutions needed to enhance the customer experience are drawing customers back to their stores again and again. CDW's dedicated retail team helps you boost productivity and customer loyalty by orchestrating customizable retail mobile solutions featuring products from the industry's leading technology partners.

Call **800.800.4239** to set up a consultation with a retail mobile technology expert or visit **CDW.com/retail** for more information.

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