

Transform the customer experience.

Do your solutions address the hottest trends in retail?



5 trends driving increased technology adoption in retail



TREND 1: PERSONALIZATION/ENGAGEMENT

Benefits:

- Track customer purchasing habits.
- Monitor loyalty.
- Give customers a personalized positive shopping experience.

Technologies/services you can sell:

- In-store beacons
- IP cameras with analytics to identify customer types
- Digital signage for targeted content
- Guest Wi-Fi
- Online social network listening software
- Customer analytics
- Intelligent receipt printers

TREND 2: NETWORK SECURITY

Benefits:

- Reduce the threat of breaches that can lead to a loss of trust and revenue.
- Keep user data safe.
- Segment traffic between in-store guests and other network devices (computers, POS, cameras, etc.).

Technologies/services you can sell:

- Firewalls and network infrastructure
- Intrusion detection and prevention systems
- Antivirus
- Threat assessment services



TREND 3: PHYSICAL SECURITY

Benefits:

- Reduce shrinkage.
- Leverage powerful analytics to give business insights.

Technologies/services you can sell:

- IP cameras
- Video management systems
- Storage solutions
- Analytics packages for heat mapping, traffic counting, customer engagement

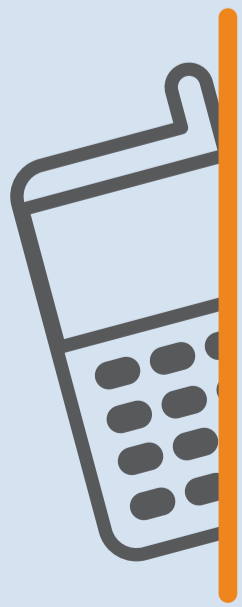
TREND 4: PAYMENT PROCESSING

Benefits:

- Customers seek frictionless purchases.
- Mobile POS allows merchants to engage customers anywhere in the store.
- Mobile wallets are quickly becoming a preferred payment method.

Technologies/services you can sell:

- Merchant processing services
- Gift card and loyalty solutions
- Handheld mobile computers
- POS hardware and software
- Mobile POS terminals and software
- Payment terminals that support EMV, NFC and mobile wallets
- Key injection services



TREND 5: OMNICHANNEL COMMERCE

Benefits:

- Allow customers to buy and return in-store, online or a combination.
- Give customers live and accurate inventory levels in-store and in-warehouse.

Technologies/services you can sell:

- RFID scanners for item-level tagging of inventory for improved accuracy
- Barcode scanners and printers
- Consumables (RFID tags, labels, ribbons)
- Intelligent receipt printers
- Total Omnichannel rip-and-replace upgrade
- Middleware to bridge existing systems to share data
- New POS hardware and software