

OMNICHANNEL RETAIL SOLUTIONS

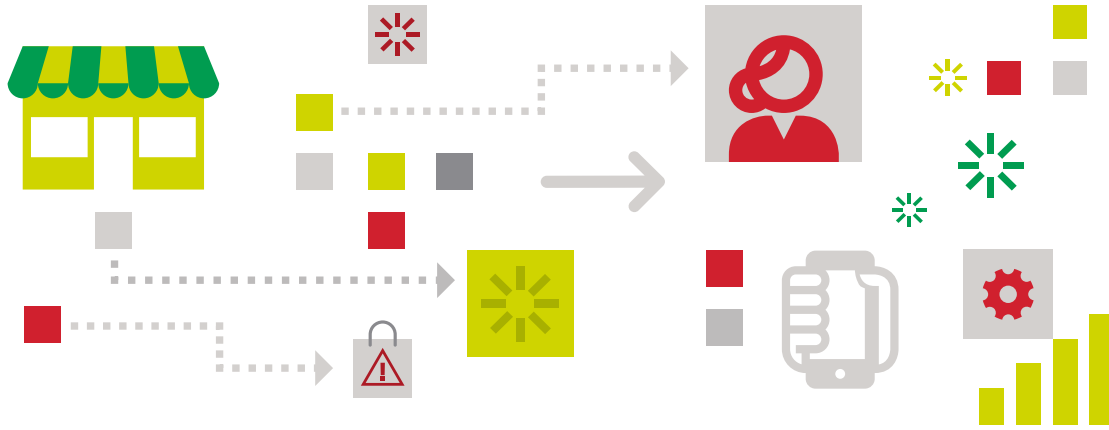


Now retailers can deliver the
experience consumers demand



and






SIMPLIFY AN EXPERIENCE THAT SPANS CHANNELS


Technology and consumer demands are evolving more quickly than ever, and retailers often aren't able to keep pace. This can negatively affect the entire consumer shopping experience. CDW helps retailers of all sizes adopt the right technologies needed to increase customer engagement across multiple channels, increase customer satisfaction and, in the end, increase revenue. Omnichannel solutions provide efficiency gains from back-end processes, inventory management and storefront technologies.


CHALLENGES


Create a multichannel solution to increase customer engagement

Technology has improved back-end processes for retailers, but it doesn't often translate into the seamless in-store, online and mobile shopping experience customers expect. Solutions designed to provide consistency across all channels can help retailers solve issues such as:

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Digital vs. In-Store Divide
 When the in-store experience isn't in line with retailers' web and mobile offerings, they risk loss of sales through cart abandonment, inventory breakdowns and erosion of customer loyalty.

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Siloed Technologies
 Retailers often create individual systems or platforms to handle products, customers, orders and even social media. This lack of integration becomes a barrier in their ability to share the real-time information required to create a seamless, personalized customer experience.

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Supply Chain Blindness
 It's critical for retailers to know if the product is in stock and where. This requires real-time sync with stocking, purchases, returns and exchanges across all channels, so customers see an accurate selection across every channel or device they choose.

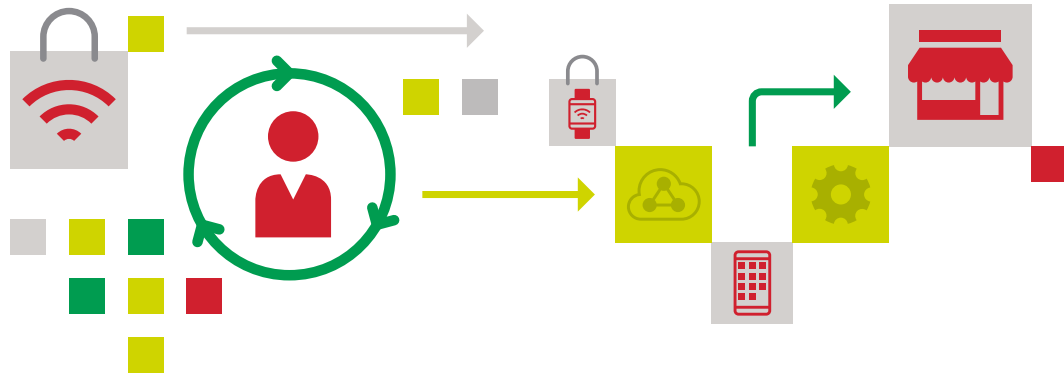
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Data Waste
 Retailers are gathering and utilizing vast amounts of transactional and loyalty program data, but many are missing the opportunity to gather and use customer behavior data to improve the customer experience.



95%
of retail decision-makers feel that their shopping experience is fine.



However, **20%**
of shoppers feel that their retail experience needs "great improvement."¹



SOLUTIONS

Deliver a unified, customer-centric retail solution

CDW can help retailers of all sizes embrace emerging technologies such as data analytics, mobile enablement and the Internet of Things (IoT) in a way that can increase customer engagement across all channels, while helping them realize greater operational efficiencies. Our retail solutions include:



Store-in-a-Box

With customized plug-and-play components, this solution makes it easy for any size retailer to create the perfect customer experience across all channels.



Business Intelligence Analytics

Insights from a retailer's transaction data and analytics are transformed to provide customers with the right offer – right when they need it – whether they are shopping online, with mobile or in store.



Mobile Application Support

Retailers can quickly introduce mobile into the shopping mix with our off-the-shelf applications, or they can have custom apps developed that deliver a more personalized shopping experience. We can integrate either with a customer's existing systems.



In-Store IoT capabilities

We help retailers leverage beacons, sensors, mobility and next-generation networks to enable a data-driven experience that creates "conversations" among shoppers, devices and systems.



Point of Sale (POS)

POS and mobile POS are much more than modern cash registers. We help retailers use them as tools for collecting the real-time transactional data that is key to building a competitive edge through the customer experience.



Advanced Networking

CDW has the networking expertise to build an infrastructure that captures and leverages data for faster transactions and real-time product and supply management, while maintaining continuity across devices and the in-store experience.



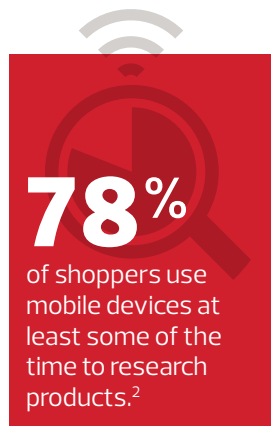
Digital Signage

From digital screens presenting messaging to self-service kiosks loaded with product information and customer service links, we turn digital displays into customer interactions that grab shoppers' attention.



Retail Cloud Solutions

CDW makes transformation accessible and affordable for all retailers, regardless of size. We have solutions to help them get the right technology to meet customer expectations and improve business operations without costly infrastructure investments.



OUTCOMES

Redefine a retailer's relationship with its customers

Solutions that enable insight-based action help retailers deliver a consistent shopping experience across all channels, making shoppers feel as though it was created just for them. These technologies are also improving operational visibility and control. All of this helps strengthen a retailer's bottom line through:



Omnichannel Customer Experience

Proper coordination of data, channels and systems allows retailers to provide a consistent experience to their customers that increases sales, drives loyalty and reduces overhead.



Streamlined Operations and Merchandising

Our retail customers are able to embrace mobile and digital channels, allowing for real-time inventory management and accurate prediction of purchasing trends for future planning.



360-Degree Customer View

We let retailers know their customers at every touchpoint and help deliver offers and products that keep those customers coming back for more.



Better Brand Loyalty and Engagement

Through an omnichannel approach, we help retailers deliver the positive experiences that delight existing customers and drive new customer acquisition through social sharing and word-of-mouth marketing from these loyal advocates.



90%

of retail innovators believe the seamless use of data analytics would increase sales, and the majority of those believe it would increase sales by more than 20%.¹

PARTNERS



Authorized Reseller

When retailers put iPad® and iOS technology at the center of their business strategy, a new era of possibilities begins. One in which employees are empowered with devices they love, productivity is effortless and innovation happens in the moment. iPad and iOS enable retail businesses to operate in ways never before possible.



Meraki

Cisco® Meraki® provides powerful and intuitive centralized management via the cloud, while eliminating the cost and complexity of traditional onsite wireless controllers.



Harness the power of technology and business processes in these turbulent economic times with solutions from HP Inc. that can help retailers fuel growth through efficiency and innovation, meet the challenges of globalization and competition head on, and create an agile environment to better react to and anticipate consumer demands.



Honeywell



More useful information on the ways CDW can help retailers improve their omnichannel customer experience can be found at CDW.com/retail or by calling 800.800.4239.



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¹"The State of Retail 2016," TimeTrade, January 2016

²"CDW Retail Innovators Report," CDW, January 2016

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