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MOBILE
EXPERIENCES
and
CDW

and NOW IMMERSIVE SHOPPING TECHNOLOGY IS RIGHT AT YOUR FINGERTIPS.

CDW **PEOPLE WHO GET IT**

REVOLUTIONIZING RELATIONSHIPS WITH MOBILE TECHNOLOGY.

From your customers' mobile phones to the devices you provide in store, technology is bringing new opportunities to retailers. It's now standard for shoppers to look up product information, browse reviews and compare prices while in store. Smart retailers not only support these behaviors but also use them to their benefit.

For instance, the practice of clienteling builds stronger connections and more profitable relationships by using the extensive available data. Armed with such data, retailers can improve processes and tailor the in-store experience to each and every customer.

$970 BILLION
of in-store sales were informed by mobile technologies in 2014.[1]

[1] deloitte.com, "Navigating the New Digital Divide: Capitalizing on Digital Influence in Retail," July 2015

The modern shopping experience.

We can help you create an in-store environment that drives meaningful customer engagement with:

Advanced customer-facing technologies
The latest mobile point-of-sale (mPOS) systems and mobile devices streamline the shopping experience.

Enhanced mobile experiences for customers
By providing seamless in-store connectivity and relevant mobile apps, shopping is easier and more productive.

Better mobile resources for store associates
Employees provide superior customer service when armed with the latest mobile devices, apps and software.

Exceptional devices, hardware and software
A comprehensive back-office solution for data collection, storage and analysis empowers a tailored in-store experience.

MOBILE TECHNOLOGIES

Empowering your associates with powerful devices.

At CDW, we can help you offer more personalized support to your customers with mobile solutions. We'll work with you to determine the best devices for your stores, including:

Tablets and smartphones
Handheld devices to look up information, track inventory, submit orders and process payments.

Mobile point–of–sale
Comprehensive solutions that address emerging payment technologies and ensure compliance with industry standards and regulations.

Mobile scanners and printers
Tools to help you provide customers with fast, accurate service.

Supporting your devices with comprehensive solutions.

A complete mobility solution goes beyond hardware. We can help your team with a variety of solutions and services, including:

Security
Critical solutions to protect company and customer data and ensure compliance.

Configuration and asset management
Services to preconfigure your equipment so it's ready for use right out of the box.

Enterprise Mobility Management (EMM)
Solutions that secure your proprietary data, offer visibility into the devices accessing your resources, and support a variety of devices and operating systems.

69%
of shoppers expect store associates to be armed with a mobile device.[2]

[2] accenture.com, "Customer Desires vs. Retailer Capabilities," January 2014

Mobile technology can transform the in–store experience. Let us help you build a solution that can:

Provide employees with access to data to improve customer service

Streamline checkout by minimizing wait times and accommodating various payment options

Elevate your brand in the minds of tech–savvy shoppers with the latest technology

Streamline IT management with services that handle deployment and compliance

EMV PAYMENT TECHNOLOGIES

The Payment Networks' Liability Shift took effect in October 2015. The retailers who haven't yet updated their equipment to EMV–compliant devices are now assuming greater liability for fraudulent transactions. If you haven't made the switch, we can help you with:

• The latest EMV–compliant payment terminals

• Planning and assessment to help ensure your solution is secure and compliant

• Implementation and deployment assistance to speed rollouts across locations

MOBILE APPLICATIONS

Delivering tools to boost engagement and customer service.

The right mobile apps can create an entirely new in-store experience. By connecting directly with your customers and arming your sales associates with real-time information, you can build relationships and optimize operations.

To distribute your app solution, we can help you create a custom app store that gives your employees centralized access to both approved commercial apps and apps created by IT. And with mobile application management solutions, we can help you track the apps you deploy, determine their popularity and identify possible rogue applications. When it comes to finding the right apps, our experts can help you create a strategy that could include:

Off-the-shelf apps
Prebuilt retail or hospitality apps can be deployed quickly and easily. Plus, they're typically less expensive than customizable options.

Partially custom apps
With a foundation designed for common uses, platform apps allow for some customization to meet the specific needs of your business.

Fully custom apps
To help ensure you meet your unique goals and organizational requirements, we can connect you with proven enterprise app developers. We can also assist with every stage of development, deployment and management.

The right mobile applications empower you to deliver information where it's needed, when it's needed. We'll work with you to choose apps and solutions to help:

Generate valuable customer data by collecting information on customer actions and preferences

Boost productivity by offering employees more ways to collaborate, locate resources and stay connected

Free up time for your IT staff with our comprehensive support from app deployment and maintenance to management and security

88%
of shoppers report using retail mobile apps.[3]

To learn more about the impact of mobile apps in retail, read our article at CDW.com/retailmobileapps

[3] apptentive.com, "The Mobile Shopper is Here," August 2015

BACK–END INFRASTRUCTURE

Enabling robust experiences with a robust network.

Even the most impressive in–store mobility solution is useless without a strong network. Your wireless network must be able to support customer connectivity, interconnecting POS systems, digital signage, inventory–tracking technologies, mobile devices and other in–store technologies. We can help you build a fast, resilient and secure solution that may include:

Wireless networking
Top–quality wireless devices and tools, including access points, controllers, beacons and management software to help you plan and configure your network even as you add new technologies.

WAN and application optimization
Tools to maximize bandwidth even across disparate locations and improve application performance to accommodate both current and future needs.

Managed network services
Support from our service professionals to monitor and manage network hardware and traffic flow.

For both your customers and your employees, your network is critical. We can help you build a solution that can:

Prepare you for the future and avoid frequent, costly refreshes by implementing top technology now

Create more personalized experiences with devices that share critical data quickly

Eliminate the need for your team to monitor, troubleshoot and resolve network slowdowns

20% The boost in conversion rate for customers who use devices while they shop in store.[4]

[4] Forrester, *Contact Centers Must Go Digital or Die,* April 2015

YOU and CDW

Connecting you with the tools you need to optimize experiences.

Mobile technology can bring information straight to your shoppers and sales associates, streamlining shopping and boosting sales. We can help you create a comprehensive solution that includes devices, applications and the back-end infrastructure to support them. When you work with CDW, you get end-to-end support and access to:

+ EXPERT ADVICE AND STRONG PARTNERSHIPS
Our knowledgeable account managers, solution architects and engineers are here to guide you. Plus, our wide portfolio of partnerships brings together the latest retail technologies and the infrastructure to support them, all in one place.

+ STATE-OF-THE-ART CONFIGURATION CENTERS
When we preconfigure your technology in our ISO 9001:200-certified configuration centers, everything arrives where you need it, certified compliant and ready to go. We can even help with installation and integration across your stores and offices to maximize efficiencies and speed deployment.

+ AGGREGATION, INFRASTRUCTURE AND MANAGED SERVICES
Our services let you focus on your customers while we manage your IT infrastructure. We've provided managed services for 15 years, and our team includes 250 coworkers who collectively manage more than 25,000 devices.

MEET OUR PARTNERS

Our partnerships with leading vendors bring you the technology you need to create a modern in-store experience. We'll help you choose from our extensive portfolio of devices, applications and infrastructure solutions to find the approach that best fits your stores and best serves your shoppers.

Whether you need a traditional POS system and a host of peripherals for every outlet from Toledo to Taiwan or something more mobile to serve your customers out on the sales floor, HP has a solution for you. HP can help you enhance and personalize customer engagement and improve operational efficiency with energy-efficient designs, built-in protection, and manageability features that help lower your costs and increase your revenue.

Today's consumers are empowered to shop and buy in entirely new ways. With a vast array of vendors and products at their fingertips, customer experience is a primary differentiator. IBM Commerce solutions can help you understand and engage with customers on a deeply personal level and build the synchronized, predictive value chain you need to deliver not just products but extraordinary experiences.

We can help you transform customer experiences with mobile technology. To learn more, call 800.800.4239 or visit CDW.com/retail