# MODERNIZING RETAIL
### and
# CDW

**NOW YOUR STORES ARE ENGAGING AND YOUR RELATIONSHIPS LASTING.**

**CDW** PEOPLE WHO GET IT

# FOSTERING RELATIONSHIPS WITH IN-STORE INTERACTIVITY.

For retailers looking to strengthen their customer relationships, engaging shoppers in store is critical. Evolving technologies bring new opportunities to educate shoppers about products, offer excellent customer service, and deliver relevant offers and promotions. With a robust solution in place, retailers can better connect with their customers, build loyalty and increase sales.

## TECH TO IMPRESS

We can help you create interactive experiences that captivate your customers and foster relationships.

### Visual Solutions
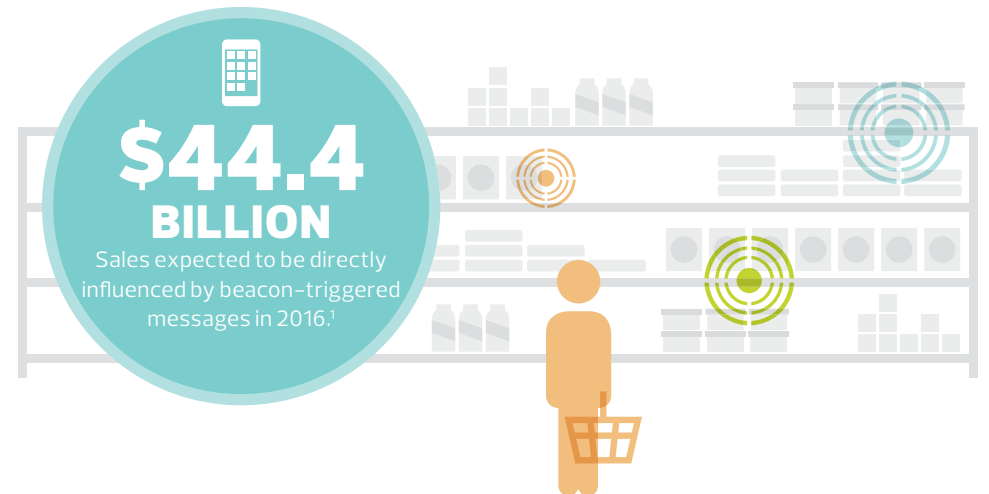Digital signage and displays help modernize stores, draw in new customers and provide real-time information.

### Data Capture Technologies
Smart technologies such as beacons, sensors, RFID and related software help you both capture and utilize customer data.

### Back-End Infrastructure
To connect, integrate and support the latest technologies, you need robust back-end solutions.

**$44.4 BILLION**
Sales expected to be directly influenced by beacon-triggered messages in 2016.[1]

Source:
[1] businessinsider.com, "The Beacons Report: Sales-Influence Forecast, Retail Applications, and Adoption Drivers," January 2015

# DATA CAPTURE TECHNOLOGIES

**Collecting information to customize experiences.**

The more you learn about your customers, the better you can serve them. At CDW, we can help you find the right technologies to capture data about the habits, preferences and histories of your shoppers so you can tailor experiences and boost loyalty.

## BARCODE SCANNERS, MAGNETIC STRIP READERS AND RFID SYSTEMS

These tools are critical for collecting customer and product data as well as simplifying inventory management.

## SPECIALIZED ACCESS POINTS

These access points enable the quick and easy transmission of messages to customer devices using integrated low-energy Bluetooth radio.

## IN-STORE CAMERAS

In addition to strengthening security, cameras can also provide insight into customer traffic and store navigation patterns.

## BEACONS AND SENSORS

Strategically placed beacons and sensors can help monitor store traffic and flow, optimize your floor plan, and streamline inventory management.

## SOFTWARE

The right programs allow you to analyze collected data from point-of-sale transactions, in-store technologies and other customer data and turn them into actionable insights.

**63%**

**Retailers using customer data analysis who reported increased brand loyalty as a result of data-driven programs and promotions.[3]**

A comprehensive data capture solution offers much more than just shopper information. We'll help you implement the tools you need to:

+ Increase customer engagement by tailoring communications and customizing promotions

+ Optimize layout, staffing and customer service with improved insight into in-store shopping patterns

+ Improve inventory management by tracking product popularity, individual sales and stock levels

Source:
[3]economistinsights.com, "The Data Storm: Retail and the Big Data Revolution," January 2014

# BACK-END INFRASTRUCTURE

**Supporting interactivity with a reliable infrastructure.**

Modern retail technologies such as visual solutions and data capture technologies require a modern infrastructure. With our broad expertise, we'll help you build solutions to help ensure your in-store experiences are connected and protected.

## WIRELESS NETWORKING

You need a fast, resilient and secure wireless network to support your interconnected technologies. We can help with:

High-quality wireless devices including updated access points and controllers

Management software to plan and configure your network

WAN- and application-optimization tools to maximize bandwidth and improve application and network performance
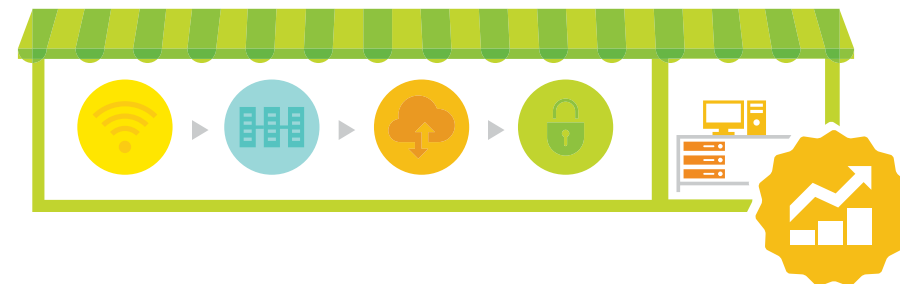
## 72.5%
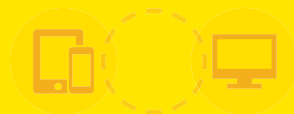
Retailers who say they have absent or underdeveloped capabilities to support the end-to-end cross-channel shopping experience.[4]

## DATA CENTER AND CLOUD

As you begin to collect and utilize more data, you'll need a comprehensive approach to data management. We have a range of solutions to help you properly store and secure your data, including:

Server, storage and network virtualization to boost performance and better support complex retail technologies

Private, public and hybrid cloud architectures that deliver scalable, cost-effective support for your changing workloads and storage needs

Tape- and disk-based storage to provide reliable backups for the recovery of valuable data in the event of a disaster

## SECURITY

Protecting customer data is paramount for today's retailers. We have the tools and software you need to identify threats and secure access to valuable company and customer data. We offer:

Security assessments and risk management to review your current environment

Security infrastructure, including next-generation firewalls, unified threat management and advanced malware protection

Endpoint protection and encryption to guard against data loss

Mobile security to protect your network and the data within it

Cloud security to protect the information you store in the cloud

Source:
[4]accenture.com, ''A New Era for Retail: Cloud Computing Changes the Game,'' 2013
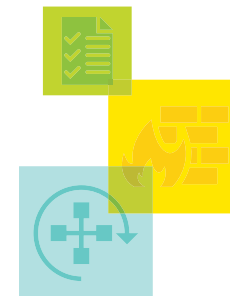
# YOU and CDW

## Supporting your teams as you modernize your stores.

Implementing the latest technologies in your store is not always an easy task. At CDW, we're here to help you stay competitive in the changing retail landscape. We bring together the technology, the expertise and the support you need to build stores of the future. When you work with us, you'll have 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 PCI 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 have 15 years of experience offering managed services, 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 transform the in-store experience. Our experts will help you build a cohesive, comprehensive solution that includes captivating visual solutions, insightful data capture technologies and the modern infrastructure you need to support them.

**HP** — Harness the power of technology and business processes in these turbulent economic times with solutions from HP that can help you with your retail business.

**Symantec** — Securing your credit card data and point-of-sale (PoS) environment from sophisticated multistage attacks requires multiple layers of protection. Symantec™ provides the security expertise to protect your PoS environment and endpoints from today's sophisticated attacks.

**elo** — As the original inventors of touch-screen technology, Elo™ has more than 40 years of retail market experience, providing a proven, high-quality product designed for years of reliability.

**We can help you create captivating in-store experiences for your shoppers. To learn more, call 800.800.4239 or visit CDW.com/retail**

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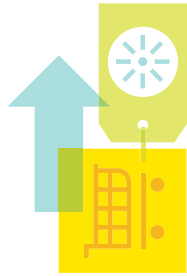
See how we can help you bring your
stores into the future at **CDW.com/retail**

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