

NOW THERE'S EVEN MORE IN STORE.

Today's retail environments are full of potential. The shopping experience can now be truly interactive, harnessing the power of both customer devices and store-provided technology. You need solutions that are connected and integrated to deliver the smooth and secure experience that shoppers expect.



SHOPPING IS EVOLVING

79% OF SHOPPERS

who have used their phones to access product information while shopping have changed what they bought based on what they found.¹



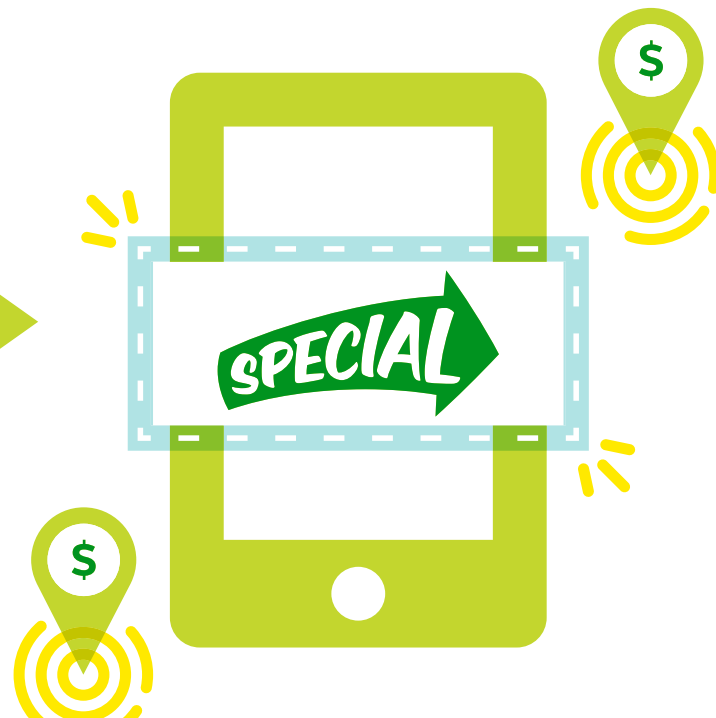
52% OF CUSTOMERS

recall seeing content on digital displays.²



\$44.4 BILLION

in sales is expected to be directly influenced by beacon-triggered messages in 2016.³



GET AHEAD WITH THE RIGHT TECH

From designing customer-facing technologies to building back-end infrastructure, we can help you create a comprehensive solution to modernize your in-store experience.

MOBILE DEVICES

Empower your associates to provide customers quick, seamless and secure assistance with tablets, smartphones, mobile point of sale, mobile scanners and mobile printers.



40%

of retailers consider mobile-enabled processes and apps a key component of their omnichannel strategy.⁴

MOBILE APPS

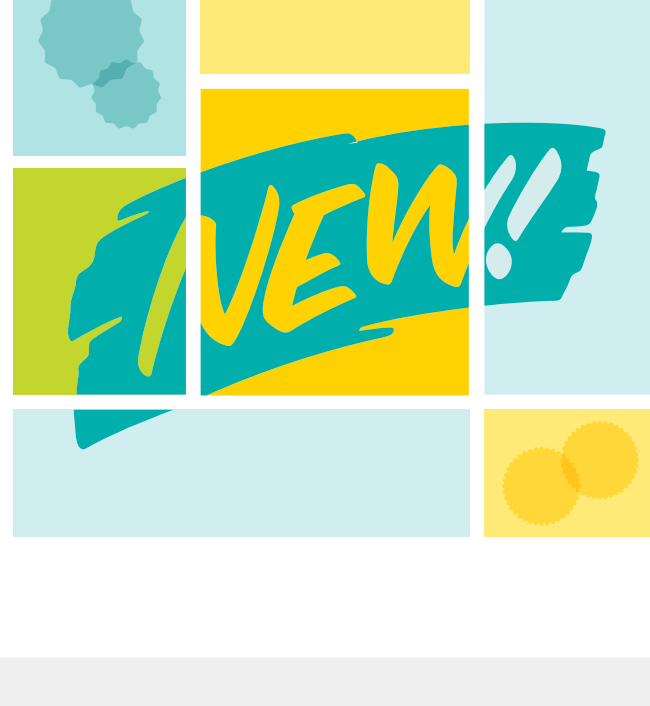
Boost customer engagement, improve service and support collaboration among associates with off-the-shelf, platform and custom apps.

DATA CAPTURE TECHNOLOGY

With beacons, sensors and software, you can capture and analyze customer data and create tailored in-store experiences.



of retailers using customer data analysis reported that they have experienced increased brand loyalty as a result of data-driven programs and promotions.⁵



DIGITAL SIGNAGE

Communicate and engage with customers more effectively with modern visual displays.

COMPREHENSIVE BACK-END SUPPORT

A solution that includes software, analytics, data center, wireless networking and security solutions will help ensure your technologies are integrated, connected and secure.



YOU and CDW

Let us help you build a solution that delivers exceptional experiences and furthers your business. We'll create a plan that addresses your needs and goals and offer you access to:

EXPERT ADVICE

Our knowledgeable account managers, solution architects and engineers are here to guide you with their expertise in core infrastructure and retail environments.



VALUABLE PARTNERSHIPS

We work closely with a wide variety of vendors to bring you the latest retail technologies and the infrastructure to support them.



STATE-OF-THE-ART CONFIGURATION CENTERS

When we preconfigure your technology in one of our ISO-9001:2000-certified configuration centers, everything arrives where you need it, certified compliant and ready to go.



TO LEARN MORE ABOUT TRANSFORMING THE IN-STORE EXPERIENCE, CALL YOUR ACCOUNT MANAGER AT 800.800.4239.



PARTNERS IN STOREFRONT TECHNOLOGIES



When you put iPad® and iOS technology at the center of your retail 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 your retail business to operate in ways never before possible.



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 that can help you 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.

SOURCES:

¹Federalreserve.gov, "Consumers and Mobile Financial Services 2015," March 2015
²eclipse.digitalmedia.co.uk, "Digital Menu Boards Guide 2014," 2014
³businessinsider.com, "The Beacons Report: Sales-Influence Forecast, Retail Applications, and Adoption Drivers," January 2015
⁴eknresearch.com, "State of the Industry Research Series: A Step-by-Step Approach to Improving Omni-Channel Customer Profitability," December 15, 2014
⁵economistsights.com, "The Data Storm: Retail and the Big Data Revolution," 2014