

NOW THERE'S EVEN MORE IN STORE.

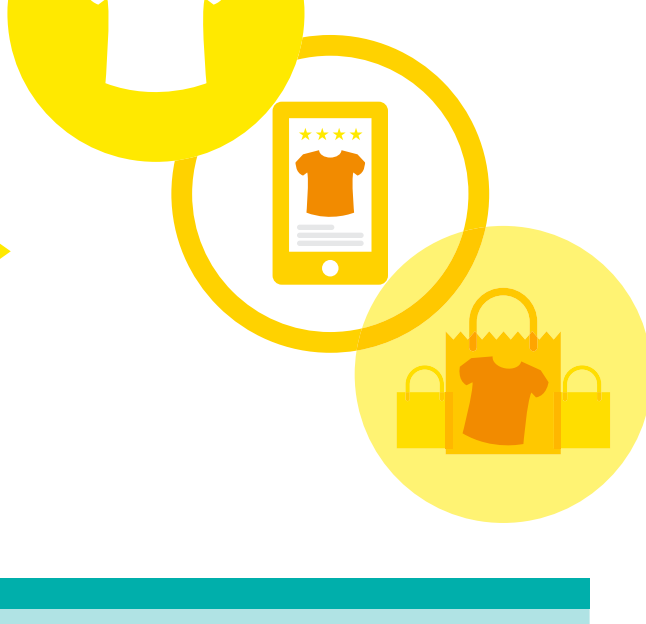
Today's retail environments are full of potential. The shopping experience can now be truly interactive, harnessing the power of both customer devices and store-provided technology. You need solutions that are connected and integrated to deliver the smooth and secure experience that shoppers expect.



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.

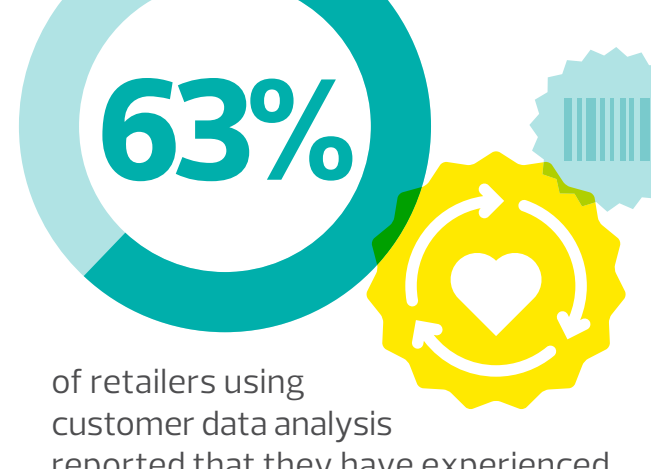
MOBILE DEVICES

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



DATA CAPTURE TECHNOLOGY

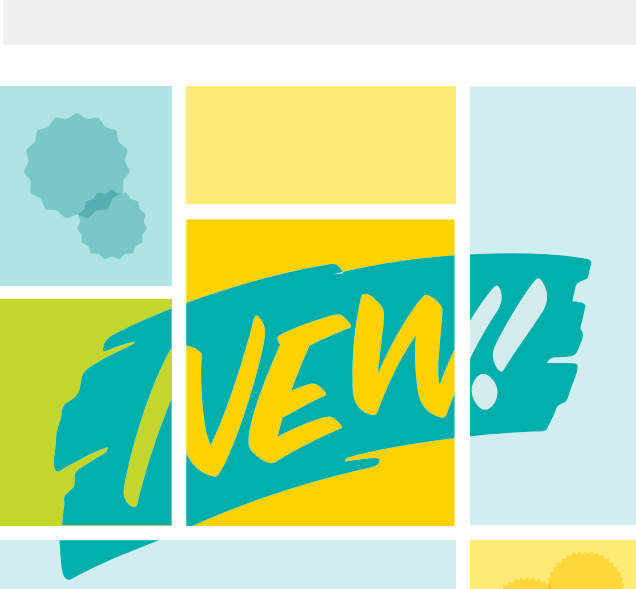
With beacons, sensors and software, you can capture and analyze customer data and create tailored in-store experiences.



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 centre, 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 and solution architects 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.



TO LEARN MORE ABOUT TRANSFORMING THE IN-STORE EXPERIENCE, CALL YOUR ACCOUNT MANAGER AT 800.972.3922.



SOURCES:

¹federalreserve.gov, "Consumers and Mobile Financial Services 2015," March 2015
²edippsedigitalmedia.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
⁵economistinsights.com, "The Data Storm: Retail and the Big Data Revolution," 2014

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