

THE FUTURE OF

# DIGITAL RETAIL

ORCHESTRATED BY CDW

A memorable in-store experience is still what drives success, even in the age of digital retail. Deliver that experience in exciting new ways with SmartRetail technology that leverages customer presence IT, mobile applications and advanced analytics to gain data-driven insights that will help you connect with customers like never before. You'll also gain greater productivity, operational effectiveness and cost savings.

## SmartRetail SOLUTIONS: OUR APPROACH

CDW has the expertise, the experience and the technology solutions that can help create a one-of-a-kind retail experience. Start with advanced technology that easily collects, aggregates and mines data for key information to make smart decisions that can improve every aspect of your business. Integrate that with IT that can track behaviors and preferences, provide visibility into your inventory and supply chain from end-to-end, and the tools your associates need to stay focused on the customer.

## CONSIDERATIONS WHEN UPDATING YOUR SmartRetail SOLUTION

When planning your digital transformation strategy, we recommend a modular approach. Identify specific customer benefits you would like to implement, and then create a strategy that builds on your current infrastructure and gradually roll them out. The following questions can help you start preparing your business for the future of digital retail:

- What tools are you using to gather and aggregate in-store data related to customer behavior, traffic, etc.?
- Are you able to leverage your data to gain important insights about your customer and business?
- How are your competitors using technology to improve the customer experience in ways that you are unable to do?
- What one application will most differentiate your retail organization from your competitors?
- What infrastructure upgrade do you need to make to support that application?
- What managed services could you tap to simplify the IT management process and save costs?
- Have you created a five-year digital retail plan?



Learn more about the latest news, insights and trends in retail technology by visiting [biztechmagazine.com/retail](http://biztechmagazine.com/retail)



## THE SOLUTION

CDW's experts understand that retailers face a unique set of challenges and opportunities as they roll out their digital retail strategy. We can help you assess your current infrastructure and design, deploy and manage a SmartRetail solution that will prepare you for the future. We orchestrate a broad range of solutions using industry-leading technology that includes:



**DATA COLLECTION.** Optimizing the collection of data that retailers need to make smart decisions based on customer behavior, traffic patterns, frequency and duration of store visitations, buying habits, inventory management, customer contacts, etc.

- Data Capture (RFID, Beacon Technologies, Digital Signage, Sensors)
- Mobile Devices and Apps
- Point-of-Sale Systems
- Supply Chain Systems (RFID)



**DATA CENTER.** Digital retail requires a modern, robust data center that can easily store, aggregate, access, manage and analyze diverse types of data quickly and easily. Then leverage that data to provide real-time insights to enhance the customer journey and optimize business operations and opportunities.

- Analytics/Business Intelligence Platform
- Data Storage and Backup
- Location Services
- Wireless Control System
- Wireless Access Point



**NETWORKS** must be resilient, reliable, with high availability and speed to stay seamlessly connected across devices and platforms so associates can communicate, collaborate and better access and manage inventory.

- Wireless Location Analytics
- WAN Optimization
- WAN/LAN&SDN
- Telecommunications
- Wireless



**SERVICES** from CDW improve performance, reduce risk and free up staff time.

- Managed Cloud Services
- Mobility Consultation
- Mobile App Development

## ORCHESTRATING THE SOLUTION

Retailers who are deploying innovative retail technology solutions and also improving their data management strategies are improving customer engagement and loyalty. CDW's dedicated retail team can help you boost your bottom line and prepare for the future of retail by orchestrating customizable SmartRetail solutions featuring products from the industry's leading technology partners.

To learn more about SmartRetail solutions contact your retail account manager at **866.484.8596** or visit **CDW.com/retail**

## PARTNERS WHO GET IT



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