



HOW DO YOU CREATE AN OMNICHANNEL RETAIL EXPERIENCE THAT BOOSTS SALES?

Cutting-Edge Technology
and Operational Excellence
Are a Winning Combination.

INNOVATION IS IN-STORE

Digital and mobile technology have completely transformed the way consumers shop. Not only can we buy groceries and refill prescriptions without ever leaving our homes – we can do these things in an instant, from wherever we are, with just a few taps. It's this new way of life that's making retailers recognize the need to reinvent themselves. But they don't necessarily have to abandon the storefront to survive in the digital era.

Instead, innovative retailers are capitalizing on this trend by leveraging advanced technology to enable new in-store capabilities such as self-service kiosks, mobile point of sales (POS), digital signage and interactive displays. All of which shorten lines, increase profits, and keep people coming back. But transforming into a business that has a physical and digital presence is not as simple as using the latest technologies.

Many multi-branch retailers don't have the proper infrastructure while others can't spare the IT staff required to implement and manage new in-store technology. As retailers look toward the future, technology will play an increasingly important role in their business, and having the proper strategy, support, and partnerships in place is critical to success.

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**CVS HEALTH CASE
STUDY: RETAIL DATA
CENTER IN A BOX**

When CVS Health expanded into 1,700 Target locations, the pharmacy retailer needed to deploy a secure infrastructure solution in each of the stores. In just six months, WEI architected and deployed a “retail data center in a box” that contained everything to power a new store, including its own network, and each solution was uniquely configured for each store. WEI specialists also developed a custom implementation so each solution could be shipped to and installed by a CVS Health employee—out of the box.



“WEI embraces our core values of innovation and collaboration. Their experts felt like an extension of our team, helping us develop real solutions that met all of our business needs, both at headquarters and in the field.”

Monette Knapik
Director, Strategic Procurement
CVS Health

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THE RIGHT TECHNOLOGY ENHANCES THE SHOPPING EXPERIENCE

One of the keys to thriving in the on-demand world is having the technology in place to provide customers—and store managers—with a quality experience that is seamless, customized, and ultimately enjoyable. As part of our comprehensive Retail Practice, we help retailers to achieve these new goals by deploying technologies, such as:

- The latest IoT and analytics solutions
- Cost effective self-service kiosks
- Innovative Point-of-Sale solutions
- Brilliant digital signage
- Efficient line busting, curbside and mobile POS solutions
- Secure and analytics-driven wireless & BLE options
- Rock-solid backend infrastructure supporting store & shopper analytics, loss-prevention systems and in-store application requirements



When bringing any combination of these new technologies on board, retailers need the underlying infrastructure to support it—especially for large-scale rollouts. We work closely with our customers to build a simplified sustainable infrastructure from the beginning, ensuring the network can support these new technologies and services, while minimizing the investment in time and operational cost.

SPECIALIZED RETAIL SERVICES THAT ACHIEVE OPERATIONAL EXCELLENCE

Before pulling the trigger on new technology, it's important to consider the impact on operations. For instance, if a retailer wants to supply employees with iPads at multiple branch locations, the devices will have to be managed, secured, and updated regularly.

Leverage our experience and expertise designing and deploying end-to-end solutions that accomplish all these goals through implementing best of breed device management, content delivery, and provisioning solutions.

Solution Design – WEI experts collaborate with customers to select relevant and cutting-edge technology solutions, enabling omnichannel initiatives. Leveraging the latest trends in analytics, security and content delivery, WEI designs stable and future-proof solutions, improving speed to market and time to value.

Integration and Testing – All equipment from our Integration Center is configured, tested, customized and prepared for immediate deployment. Our operational efficiency eliminates the common loss of productivity many retail IT departments experience when preparing for a new technology roll out. Solutions are ready to use out of the box with WEI integration services.

Deployment – Whether you have one location or thousands, WEI will deliver your technology solution, and perform any on-site installation, testing, validation and training. WEI does what it takes to ensure your expected retail experience is realized.

Fulfillment and Inventory Management – The scale of the deployment may require maintaining a supply of inventory for a roll out over time. WEI has the capability to keep customer-owned inventory in a secure and climate-controlled environment, ready to go at a moment's notice.

WEI's State of the Art Technology Labs Prove Solution Success

PROOF OF CONCEPT LAB

We'll show you exactly how a solution will work for you

DEMO LAB

We conduct competitive bake-offs so you know which solution is right for you

INTEGRATION AND TESTING LAB

We make sure all technologies in your environment work in harmony before deployment

IMAGING LAB WITH VPN

We empower user verification and validation prior to shipping

ABOUT WEI

WEI is an innovative, full service, customer centric IT solutions provider.


Why WEI? Because we care. Because we go further.

At WEI, we're passionate about solving your technology problems and helping you drive your desired business outcomes. We believe in challenging the status quo and thinking differently. There are a lot of companies that can take today's technology and create a great IT solution for you. But we do more. We go further. And we have the customer, vendor and industry awards to prove it. WEI is a premier technology partner, who always puts our customers first while providing the most innovative solutions for over 25 years.

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Maintenance and Repair Services – WEI maintains agreements, handles support services, and offers complete in-store services throughout the lifecycle of the solution, enabling the fastest time to recovery in the event of an outage.

Solution Management and Analytics – Technology, operational staff and project management teams assist customers on an ongoing basis with the management of the solution, including monitoring, support services, solution upgrades and add-ons, reporting, measuring KPIs, and analysis.

By leveraging our operational excellence, retailers can reduce costs, accelerate time to market, streamline processes and procedures, and optimize the shopping experience. Contact us today.

AT WEI, WE PUT OUR CUSTOMERS FIRST

- CVS Health Innovator of the Year
- Aruba East Region Partner of the Year
- HPE Partner of the Year
- Supplier of the Year—EMC, Analog Devices, Blue Cross Blue Shield of MA
- Top 100 CRN Nationwide Solution Provider
- CRN Triple Crown
- Award-winning customer service with engineers on staff and 24x7x365 support line