

## One Step Retail Solutions: Building Retail Stores of Tomorrow



Retail businesses have undergone dramatic shifts in recent years led by innovative companies who continue to drive-up online and in-store shopping experiences. In an era of changing customer behavior, retail companies have tried to fit in with the right kind of products and services. The growth of retail technologies have played a key role in bringing out a more connected and modernized retail environment. Users are now just a click away from gaining access to their favorite products. With multi-channel retail, companies are now looking to find meaningful connection with customers in entirely different ways. For some retailers, investing in emerging technologies has become essential to elevate customer experience across channels.

One company that has helped retailers and brands to lead the way with its technology-driven retail solutions is One Step Retail. Having successfully initiated an array of retail initiatives for several of its partners, One Step Retail is consistently ranked as a top service provider for some of the most comprehensive and state-of-the-art retail POS software in the industry. The company's in-depth knowledge in core retail systems and mobility

allows retailers to optimize operations in the face of a more complex supply chain, increasingly important digital channels, and evolving customer demands. The company has led many retail transformations for small and mid-size businesses, turning them into a more connected, high-tech hub.

### The Journey Into Retail

One Step Retail started out as a POS service provider, helping companies navigate through their software and hardware challenges. But, around that time, the digital trend was becoming increasingly significant and customers wanted their engagement with retailers to be easier and more enjoyable. The company took this as a challenge and quickly moved into the world of retail. "Based on market demands, One Step Retail could see the writing on the wall and needed to make drastic changes to meet its client's demands," says, Scott Kreisberg, CEO, One Step Retail Solutions. One Step Retail knew retailers have an opportunity to stand out from the crowd if they can come up with the right technology strategies.

The company was able to make the transition from a software services firm to a retail provider on the back of its strong tech expertise. Today, the company prides itself as being a top XaaS (everything as a service), provider. One Step Retail has become more mature over the years and endows a work culture similar to professional service businesses. Scott says, "In other words, we have many different services being delivered by different specialists." Today consumers want to experience the same level of service offered by many larger on-line retailers like Amazon. By focusing on what challenges retailers face today and what they will face in the future, One Step acts as enablers of high-tech innovation in stores

Today retailers not only have more technology but it is much more complicated and they need help getting through the maze. This is where One Step Retail's main strength lies, to drive comprehensive, enterprise IT solutions to help —

stores take control of their retail experience. Creating “The One Step Advantage”, One Step Retail’s managed service portfolio cuts across operational and IT teams to provide reliable, secure and cost-effective retail services under one roof.

One Step Retail provides retail industry education to help clients identify the benefits of implementing Omni Channel best practices. “Consumers expect a cohesive experience across all of a retailer’s channels. That means that whether a customer is purchasing on-line, in store, on their computer, tablet or mobile device, the experience has to be the same,” explains Scott. Leveraging its IT resources, the company draws a roadmap for clients to help them maximize their retail operations, from browsing, point-of-sale and shipping to checkout, supply chain, payments and much more.

In today’s highly competitive retailing environment retailers need to utilize several complex products and services to remain relevant. One Step Retail helps clients to acquire a high level of customer service and has its own specialists in each of the products and services they offer. Some of the key products and services offered by One Step Retail are unique POS / Inventory Management Solutions: Retail Pro, Teamwork Retail, NCR CounterPoint, Springboard Retail, Merchandise Planning and Outsourced IT Management.

“The future is brighter than ever! We love what we do and we love helping independent retailers not only survive but expand,” says Scott. Customers have shown a strong connection and trust in One Step Retail’s services. In the coming years, the company wants to utilize its retail success to fan out to other regions of the country. The company plans to introduce On-Line Store Consulting to assist retailers at every point of their technology transition. Scott concludes, “We are in the developmental stages of this new service and should be offering this by the end of Q2 or Q3. We will always strive to be relevant and that requires a lot of effort especially with all of the advancements and changes retailers face, but that’s what we love doing.”

**Quotes: One Step Retail’s main strength lies to drive comprehensive, enterprise IT solutions to help stores take control of their retail experience**

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