

RETAIL

Front of the store



Retailers who deploy mobile capabilities at their physical locations are predicted to have 146 percent sales growth in this year. This shifting of the brick-and-mortar retail world means effective mobile sales tools are no longer optional, but now requisite. These devices are key to offering a flexible Point of Sale (POS) solution that can function as both a traditional cash register solution for line sales and a mobile Point of Sale (mPOS) that can cut down troublesome lines and save the sale throughout the store.

Properly deploying and managing these devices, however, poses a specific set of challenges.

- Buying, provisioning and supporting updated hardware can be expensive.
- Providing timely, specialized and responsive support to retail associates is difficult.
- mPOS is becoming increasingly hardware-agnostic, requiring an ever-evolving implementation strategy.
- Understanding which solutions are ideal for your business requires dedicated strategic expertise.
- Customer interactions with mobile devices and apps can provide invaluable data, but that requires the ability to analyze data in real-time and provide predictive insights to take advantage of it.

Don't let your lack of mobility expertise limit your business. The speed of innovation isn't slowing down, but your business will if you're not linked with the right mobility partners. Get smarter about your mobile Point of Sale strategy by finding a partner to give you the "How" on creating a true mobile blueprint. One who can:

- Execute large-scale mission critical mobile deployments and provide best-in-class "Day Two" support and management of your mobile devices.
- Provide a single dashboard enabling you to oversee your entire device and usage ecosystem.
- Transform your business with turnkey solutions for agile, flexible frameworks.
- Tie it all together with a single point of support across a range of vendors, solutions and devices.
- Create both traditional mPOS solutions and hybrid mPOS solutions that can function docked in set kiosks as a primary store register and undocked as a smaller mPOS solution for optimal flexibility.

Get Stratix as your managed mobility partner! Our solutions offer insights and visibility to ensure you have more control over your retail locations than you have today. We'll make sure your associates have the right tools for in-store clienteling, inventory lookups and more "save the sale" capabilities. More importantly, we can help with your multi-purpose devices – enabling effective mobile POS and line busting for a superior customer experience.

Transforming the Shopping Experience for a National Apparel Retailer

A leading national apparel retailer sought to reduce lines and revitalize the customer experience at their brick-and-mortar locations via new mobility solutions. They had to provide their associates with a flexible mPOS solution that was intuitive and simple for everyday usage, and fast and reliable enough for customers.

Stratix offered a solution that drew upon their considerable expertise in managed mobility. Store associates were equipped with iPods® housed in VeriFone payment sleds to allow them to process payments in an agile fashion wherever their customers were across the store. This led to line reduction and efficient sales conversion. From configuration to “Day Two” support of operational issues, Stratix supported and managed these devices and their usage throughout their life cycle.

Stratix’s 360-degree life cycle management capabilities gave this retailer a true managed mobility partner to offer ROI on their mobile investment in terms of both increased sales, reduced support costs and overall operational efficiency.

