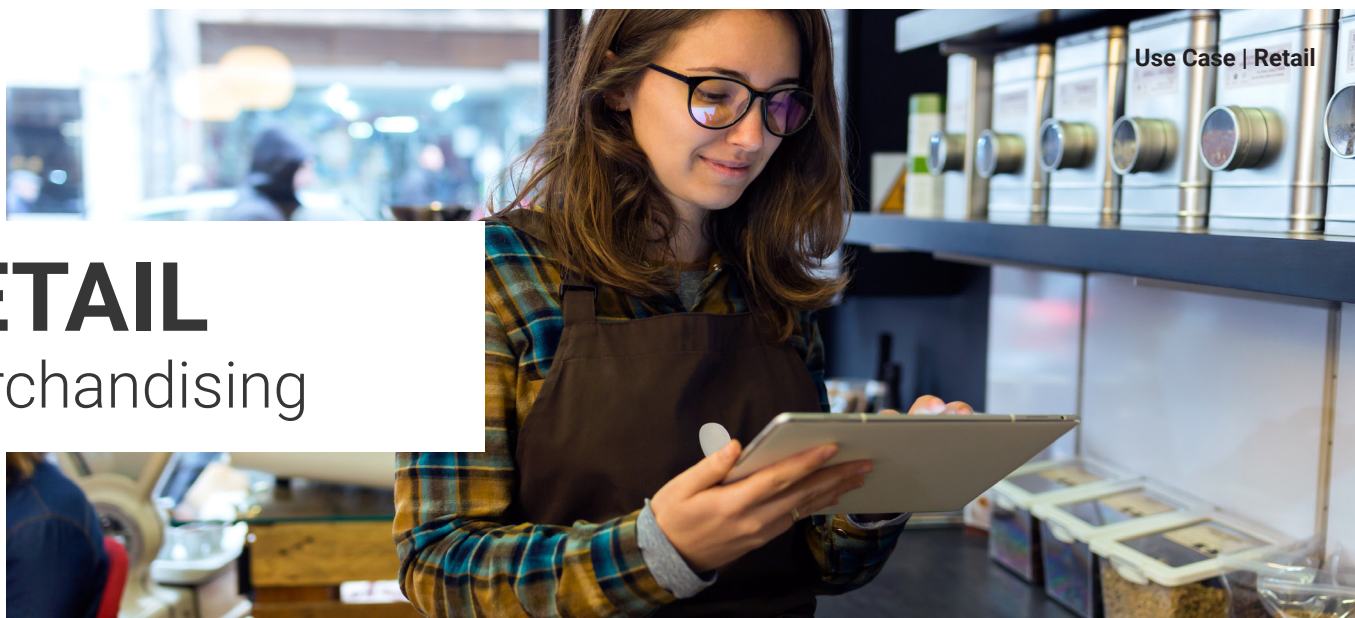


# RETAIL

## Merchandising



In today's retail landscape, effective brick and mortar mobile device solutions are crucial to both operational efficiency and customer satisfaction. Given the disruptive reach of companies like Amazon, these solutions are key to your store associates creating both a better and more differentiated user experience for your customers via proper product placement, inventory lookups and efficient marketing installation.

Properly deploying and managing the mobile devices to enable these functions, however, poses a specific set of challenges.

- Buying, provisioning and supporting single use-case hardware can be expensive.
- Providing timely, specialized and responsive support to retail associates is difficult.
- 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 merchandising 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.

**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 scanning, markdowns and more "save the sale" capabilities.

# Implementing Smarter Merchandising Solutions for Leading Retailer



Apple® and Stratix offer a combination of services and industry leading solutions for managing backroom inventory and ensuring sales floor shelves are merchandised accurately and efficiently, for maximum sales.

To do this, Stratix leverages the strengths of Apple's partnerships and their devices to provide a turnkey Mobile-as-a-Service (MaaS) offer:

- Plan, procure configure and deploy Apple iPhones® and iPads®, with customer accessories, at scale with high end-user adoption & satisfaction.
- Manage, repair and support the devices seamlessly, providing valuable usage analytics.
- Integrate sales enablement platforms to offer sales associates intuitive merchandise execution apps, like Bigtincan, on their mobile devices to ensure in-store experience quality.
- Deploy and support Scandit, an application that extends the Internet of Things (IoT) paradigm to everyday objects and enables easy store inventory counts, requests and management.
- Work with Apple Financial Services (AFS) to incorporate these various partners' billing requests into one easy monthly payment.

With the know-how, support and combined expertise of Stratix and Apple, brick and mortar retailers can be assured their merchandising solution will support their growth, revenue and return expectations.

