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04

Maturity Ladder:

In-Store Mobility

The *RIS News Retail IQ Report Maturity Ladder* is a diagnostic measurement tool for a retailer's state of technology advancement in a specific category. There are four key phases: **1. Basic** – minimal capabilities, **2. Intermediate** – mostly basic with some advanced capabilities, **3. Advanced** – mostly advanced capabilities with some limitations, and **4. State-of-the-Art** – comprehensive capabilities are fully integrated and up to date. Note that it is possible to be on more than one step of the ladder simultaneously as specific technology components and processes are upgraded in phases.

03

4. STATE-OF-THE-ART

- Retailers align mobility strategies from both customer and associate perspectives.
- To support consumer-driven services, retailers optimize websites to make it easier for shoppers to access online services via their personal mobile devices.
- Brands rely on dedicated mobile apps to claim precious real estate on their consumers' personal mobile devices.
- Brands put web-connected smart devices into the hands of front-line employees, enabling them to see the same information that mobile-enabled shoppers use prior to entering the store.
- Retailers integrate related services into existing and emerging mobile devices, including smart watches.

02

3. ADVANCED

- Omnichannel retailing strategies begin to trickle down to store-level, and retailers align virtual and physical business channels.
- To differentiate themselves in the marketplace, retailers explore whether tablet-based footprints or a hybrid configuration of smartphones and tablets will future-proof their front-end operations.
- Retailers break down the walls between channels, integrating the mobile, online and store-level experience.

01

2. INTERMEDIATE

- Shoppers expect mobility initiatives to deliver store-level engagement, provide a personal shopping experience, give visibility into enterprise-wide inventory levels, and support a seamless shopping across a brand's channels.
- Taking these demands to heart, retailers take steps to support these mobile services at store-level.
- The proliferation of consumer devices and associated Internet access requires retailers to transition to more flexible connectivity networks, including the adoption of wide area networks (WAN). Increased bandwidth supports increased amounts of data filtering through new and emerging mobile initiatives.

1. BASIC

- Retailers' mobility efforts remain basic. Mobile marketing messages are based on delivering short message service (SMS) text messages, and in-store mobile efforts remain focused on basic wireless line-busing applications.
- Shoppers demand more mobile interaction with their favorite retailers, however consumer adoption of mobile applications outpaces their favorite brands' efforts.
- Overall, consumer mobile functionality and retailers' mobility strategies remain disparate and disconnected.



There is no doubt that the brick-and-mortar store will continue to be a strong component of the omnichannel retail experience. As the business model evolves however, retailers need to recognize customers throughout the shopping journey — especially when they enter the store to make their final purchase decisions. By leveraging in-store mobility solutions — both consumer- and associate-driven services — retailers are primed to align virtual and physical business channels, and move personalized customer service to the next-level.

Thanks to an increasingly digitally-influenced retailing model, consumer shopping behavior is changing — consumers are becoming more comfortable buying online, and they expect the same flexibility in-store. It is an issue that has conditioned shoppers to look beyond the experience that specific channels can provide, and instead expect a consistent brand experience.

For many consumers, prerequisites driving this top-notch experience are nothing short of rudimentary. At the top of their wish lists are:

Be recognized at the store-level. With so many retail options available, consumers choose where to shop based on how well brands connect with them, deliver value and convenience, and satisfy their needs. As the retail journey becomes more digitally-driven, it has never been easier for retailers to satisfy these consumer demands. By analyzing incoming digital customer-specific information, retailers can recognize when a shopper is using specific channels, and even respond to individual consumers by providing targeted inventory and assortments, preferred services and pricing.

Gain access into enterprise inventory levels. The digital, real-time nature of the omnichannel model is making the shopping journey more transparent than ever before. As retailers blend inventory management solutions within their unified commerce platforms, brands have access to merchandise levels, as well as fulfillment opportunities and need to provide that information to their shoppers.

Enjoy a personalized experience. Armed with digital customer-specific data, retailers have a new means of connecting with shoppers on a one-to-one basis. As shoppers leverage more digital touch points, interaction and personalization opportunities are on the rise. As a result, shoppers

“Consumers focus on brands as a whole, not just as channel-specific engagements and business models.”

Source: RIS News, “The 13th Annual Store Systems Survey: Retail Technology Spend Trends”



expect their favorite brands to present information and services in a more individualized manner.

A seamless experience brand-wide. The key to omnichannel success is the ability to enable shoppers to channel-hop throughout their shopping journey, without missing a beat. It is the foundation conditioning consumers to focus on brands “as a whole, not just channel-specific engagements and business models,” according to “The 13th Annual Store Systems Survey: Retail Technology Spend Trends,” a report from *RIS News*. This requires retailers to remove back-end barriers, a move that drives a unified shopping process.

While these requests may sound like a tall order, they are prerequisites to omnichannel success. By adopting more flexible solutions at store-level, not only are these goals well within reach, but they will keep retailers relevant in their shoppers’ eyes. The most versatile solution to address these issues is in-store mobility.

Driven by smartphones or tablet solutions, in-store mobility is evolving into an intimate way for brands to deliver marketing messages, improve in-store navigation, and support payment functionality.

Mobility has emerged from humble beginnings. With visions of one-to-one marketing dancing in retailers’ heads, early mobility strategies supported basic simple message system (SMS) text messages to connect with shoppers throughout their shopping journey. While this was a step in the right direction, retailers still needed a way to drive more traction at store-level. This prompted many chains to explore the value of proprietary handheld solutions that performed “line-busting” tasks in hopes of providing more service during peak shopping times.

While these services were gaining consumer interest, they did little to drive customer engagement and the personal interaction that retailers craved. Once retailers unleashed the power of dedicated mobile apps however, mobility strategies took a new turn. Designed to provide key tools, services and information ranging from store navigation solutions and customer-specific marketing to mobile ordering and payments, mobile apps became an important tool for retailers to communicate with — and influence — shoppers at the store-level.

Burdened by increasing costs required to develop and manage company-specific apps however, it soon became evident that there was room for



ALMOST

50%

Retailers opting to optimize their websites for mobile.

Source: GfK, “Shoppers Bringing Online Competition Inside Bricks-and-Mortar Stores”

**IAN GOLDMAN**

CEO

Celerant Technology Corp.

Mobility = Customer Experience and Engagement

“The omnichannel customer will more quickly engage a sales associate with technology in hand as they perceive an efficient and quick result.”



Celerant Technology Corporation is a leading provider of premium, advanced multi-channel retail management software. Celerant's Command Retail software manages all areas of the retail business including: point of sale, CRM, inventory management, e-commerce, m-commerce, business intelligence, warehouse, order management, fulfillment processing and accounting. Our latest browser-based platform — Stratus Retail offers clients a robust mobile POS from any tablet. From forecasting to fulfillment, Celerant Technology can help your business run more efficiently and profitably by integrating all retail channels with ONE single, flexible and customizable platform.

Q: What trends are changing the pace of retail and spurring the need for in-store mobility?

IAN GOLDMAN: In-store mobility is about customer experience and engagement. Oddly enough it is affected quite a bit by multi-channel or non-brick and mortar activity. Line busting during holiday time is effective but not really a trend. What is trending is people purchasing or researching online and then walking into the store to complete the sale. Converting that e-commerce sale is not always as simple as the customer plucking an item off the rack and going to the cashier. In some cases, it takes more research, perhaps a send sale, or a vendor drop ship. Either way, this customer is technologically savvy and expects that level of efficiency. They want that to continue when they walk into the store and having a sales associate ready and able to close the deal regardless of where the merchandise is, using technology and not a cash register. Its efficiency, but it's also culture.

Q: What role does in-store mobility play in the overall brand experience?

GOLDMAN: It is probably about customer retention. The pedestrian usage such as line busting during holiday time simply makes customers more willing to shop when the lines move quickly. However, the quick, technical and efficient engagement that gets them results will drive them back. The omnichannel customer will more quickly engage a sales associate with technology in hand as they perceive an efficient and quick result. And they are right. With stock and product information at your fingertips along with a credit card reader, the things that drive people to stay home and shop online are less of an issue.

Q: Where do retailers struggle making this experience a reality?

GOLDMAN: Technical implementation is one. Credit card strategies make mobility a cautious proposition. It must be executed professionally to have the technology work while keeping strong security. Culture and training are also impediments. The more guarded security conscious cash wrap is quite different than the liberated mobile customer engagement. A different customer engagement requires more training of store personnel and sometimes a different type of store personnel. Security (not credit card) must be handled with a different strategy and all of these require changes that are sometimes costly and time consuming. Those sacrifices are many leaps away from the tangible results of these changes and this creates hesitancy.

Q: How has anywhere, anytime access to vital enterprise information via mobile device forever changed in-store operations?

GOLDMAN: It's all about customer conversion. Customers that do not want to wait in line can simply check out right there with their mobile POS and leave the store. Customers who need product not found on the shelf can still be converted through the various information points delivered on their mobile device. Maybe the product is in the back. That immediate possibility keeps the customer interested. Another possibility is perhaps the product is available in another store location. If that's the case, the order can still be placed while the customer remains interested in continuing with their purchase. Even drop ship orders can convert the slightly more patient customer who does not mind waiting for a (future) home delivery.



“ [Retailers are] redesigning their core site, which benefits the site experience beyond mobile, and embracing responsive design — an approach that retailers favor over apps, with nearly half already applying it to their mobile site. ”

SUCHARITA MULPURU,
VP AND PRINCIPAL ANALYST,
FORRESTER RESEARCH

improvement. As a result, some companies are re-prioritizing their mobile budgets and instead investing in “redesigning their core site, which benefits the site experience beyond mobile; and embracing responsive design,” Forrester Research VP and principal analyst Sucharita Mulpuru said in Forrester’s and Shop.org’s “The State Of Retailing Online” report. More retailers are favoring this approach over apps, with nearly half redesigning their mobile sites, she added.

Regardless of whether utilizing apps or mobile optimized websites, retailers recognize that mobility is no longer a novelty. Rather, it is becoming a key strategy for customer engagement, and a mission-critical in-store solution.

Building the Mobile Foundation

As brands begin their mobile journey, many explored the ideal combination of company-specific applications, customized content and form factor to access mission-critical information. While all companies want a flexible, scalable solution that can manage customer engagement and support store-level operations, they are quickly learning that mobility is not a “one-size-fits-all” strategy. It is the main reason why so many companies are evaluating the ideal mobile hardware — and where to utilize it.

For some, this includes coinciding new mobile hardware within point-of-sale (POS) makeovers. Traditional POS system lifecycles span approximately 6.9 years, according to “State of the Industry Research Series: 2015 Retail Point-of-Sale Blueprint,” a report from EKN Research. Mobile devices are helping companies future-proof their front-end, and give them a leg-up among competitors.

By leaning toward systems comprised of digital touch screen tablets that can be displayed on a countertop, mounted on a kiosk base or the wall, or put into the hands of store associates, retailers are transitioning traditional POS systems into omnichannel commerce hubs. Upping the ante just a bit more, savvy retailers are augmenting this configuration with a fleet of smartphones — and in some cases smart watches — that enable customer-facing associates to directly interact with customers, and help them make purchase decisions as they browse the sales floor.

Besides supporting business-level apps that drive the customer ex-

**DJAMEL TOUBRINET**

Manager, Global Business & Marketing, Jesta I.S.

“As retailers take a hard look at their POS solutions, it’s critical they realize that we’re saying goodbye to the POS as we know it.”

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Bringing Brands to Life with In-Store Mobility

Q: When you hear the term “POS,” what does that mean to you, and how has it changed in an omnichannel retailing world?

DJAMEL TOUBRINET: Today, POS means so much more than the traditional definition. A point of sale is not only a place of transactions, but also a place of interaction. In a world of blurring physical and virtual channels, the POS has become the hub for an array of modern retailing activities. Whether shoppers buy in-store and have items shipped to their homes, browse online and pick up their purchase at a nearby location, or return something that they bought online to a brick-and-mortar store, the POS should be able to support their journey. The POS is also a place where retailers offer targeted promotions and suggestions to individual consumers based on information collected across all platforms. As retailers take a hard look at their POS solutions, it’s critical they realize that we’re saying goodbye to the POS as we know it.

Q: When it comes to using in-store mobility to align the omnichannel shopping journey, what does this functionality look like?

TOUBRINET: In-store mobility is the key element that marries the convenience of digital to the personalization of physical. With familiar mobile devices like tablets and smartphones at the heart of this shift, it’s more appealing to both consumers and sales associates. It provides the connected consumer with product information and inventory availability at the touch of a button. It also supplies sales associates with customers’ tastes, interests and buying histories, enabling relevant and informed suggestions. This is similar to Amazon, Pinterest and Netflix, but within the store.

Q: Why do retailers still struggle when trying to implement in-store mobility?

TOUBRINET: In-store mobility implementation requires changes at multiple levels, making it a daunting task. The first level concerns infrastructure investment — this means store associates must be able to pack, print receipts and remove security sensors anywhere in the store and wireless installation must connect all devices for real time access to inventory and customer details. Level two would be training store associates to fully understand and utilize the mobile POS. Next, and a very important aspect, is managing the security risks that come with having in-store devices connected through WiFi. Lastly, in-store mobility requires appropriate policies and procedures for device charging, data security and maintenance of peripherals.

Q: What does the next-generation of CRM and clienteling look like? And how does in-store mobility help retailers move to this next stage?

TOUBRINET: The future of CRM and clienteling is intertwined with predictive analytics. Retailers’ expectations are high because these tools can significantly improve one-on-one interactions. In fact, according to a Gartner study, 89% of companies expect to compete mostly on the basis of customer experience. In this context, retailers must create interactions that resonate with shoppers via precise targeting, personalization, and meaningful customer engagement. For this to work, they need to tap into POS, eCommerce, CRM, loyalty programs, and other sources of data to fully understand customer buying behaviors and preferences. A global view of customers across all channels is a prerequisite for retailers seeking to implement successful omnichannel marketing, engagement and inventory strategies — strategies further enhanced by in-store mobile tools.



perience, these untethered devices can also be loaded with operational apps, including workforce and task management, replenishment and loss prevention. This increased functionality are only a few of the capabilities persuading 30% of brands to explore mobile POS hardware options, according to *RIS News*' "The 13th Annual Store Systems Study 2016: Retail Technology Spend Trends," report.

Regardless of whether it is a customer engagement program or an operational mobile strategy, retailers need to keep their supporting connectivity up-to-snuff. Smart devices require networks that can support robust, high-bandwidth applications including: web browsing, media and video streaming, mobile payment functionality, and software updates across multiple devices. With customer demand constantly changing, retailers must also keep their eyes peeled for the "next big thing," and ensure that networks can keep up with the pace — or even stay one step ahead — of evolving capabilities.

The good news is wide area network (WAN) and WiFi upgrades are among retailers' top five priorities this year, with 29% of companies focused on bolstering in-store digital capabilities, according to "The 13th Annual Store systems Study 2016: Retail Technology Spend Trends," a report from *RIS News*.

Defining the Shopping Experience with Mobility

Industry pundits often credit mobile solutions for being the catalyst that is swiftly bridging the gap between the physical and digital retail worlds. This speculation makes sense when you consider that 40% of consumers are using their mobile devices to shop "on-the-go" — a 10% increase from 2014, according to "Accenture Adaptive Retail," a report from Accenture.

And with their own mobile hardware and connectivity foundations in place, retailers are primed to feed consumers' mobility addiction. In fact, last year, 58% of companies pushed mobile initiatives to the top of their priority lists, a jump from 53% a year earlier, according to "State of Retailing Online," a report from Forrester Research.

Where the rubber meets the road however, is in how brands use mobility to engage their consumers while in-store. For some, this includes

APPROXIMATELY

6.9 YEARS

The lifecycle of a traditional point-of-sale system.

Source: EKN Research, "State of the Industry Research Series: 2015 Retail Point-of-Sale Blueprint"



RON CHAN

Director of Marketing, Posiflex

Touch Screen Terminal Solutions?

Q: How is the integrated shopping experience changing the role of digital touch points?

RON CHAN: According to a report from Accenture, retail spending for the 80 million Millennials living in the United States is expected to represent 30% of total retail sales by 2020. These consumers are the most technologically connected, which means further integration of digital shopping experience touch points. Therefore, today's retailers must deliver a flexible and portable shopping environment that gives consumers more control over how and when they purchase goods. This means POS hardware vendors must deliver omnichannel-ready hardware — featuring a mix of traditional and mobile solutions — that can support multiple means and methods of purchase. In-store, this means the deployment of an array of small form factor devices that can include mini-PCs for digital signage and hybrid tablets to enable flexible and scalable turnkey solutions. When combined with traditional terminals, these solutions deliver an engaging digital shopping experience from discovery through purchase.

Q: What are the biggest challenges retailers face when adopting new digital touch points to drive the omnichannel experience at the store-level?

CHAN: For most retailers, the store-level challenge lies in leveraging the appropriate digital technology options to best fit the omnichannel experience they are trying to achieve.

The first step in addressing this challenge is for retailers to assess their most important goals. Is it new product education? Faster check-out? Inventory control? Customer service improvement? Once retailers understand their top priorities, they can better determine how they want to drive the omnichannel experience. From there, the challenges then become tied to implementation and integration such as employee training, proper staging and store messaging.

However, once these challenges are solved, digital customer-facing tools such as interactive tablets, kiosks, mobile POS and digital signage can give retail sales staff the ability to spontaneously close sales anywhere in the store.

Q: What role does in-store mobility play in the evolving omnichannel experience?

CHAN: In-store mobility is playing a huge role in this evolution because tablet devices are making way for new and improved customer transaction processes. According to a study by retail analyst firm IHL Group, more than 2.7 million tablet devices were shipped to North American retail and hospitality outlets in 2015. This means tablet technology is leading the way for retailers to provide an enhanced omnichannel shopping experience. Tablets enable the continued mobility of consumers as they move throughout the retail environment. Tablets can interact with consumers' mobile devices to create a seamless communication system designed to track and enhance the POS and overall customer experience.

Q: Why is this becoming a mission-critical tool for in-store associates?

CHAN: According to a 2015 study by SessionM, more than 90% of consumers use their smartphones while shopping in retail outlets. Meanwhile, approximately 54% use their devices to compare prices, search for product information (48.4%), and read reviews (42%). Because consumers are relying more on their mobile devices to communicate and look up product information, in-store employees need to be given their own set of tools to foster customer communication and engagement.

Today's retailers must deliver a flexible and portable shopping environment that gives consumers more control over how and when they purchase goods. This means POS hardware vendors must deliver omnichannel-ready hardware — featuring a mix of traditional and mobile solutions — that can support multiple means and methods of purchase.



Posiflex has designed, engineered and manufactured reliable purpose-built Point of Sale terminals since 1989. In its two dedicated ISO certified factories strict quality control and third party testing assures each touch screen terminal, and its peripherals are designed and engineered for maximum uptime. Your stores run 24, so should your terminals. www.posiflexusa.com



launching mobile websites that assist customers during their in-store shopping experience. Mobile data consumption is growing by such leaps and bounds that smartphone and tablet usage for browsing content increased by 394% and 1,721%, respectively over the past four years, according to “U.S. Digital Future in Focus,” a report from comScore.

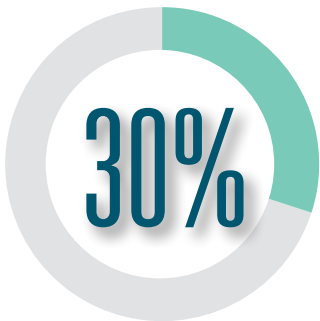
This increased mobile web browsing makes it critical for retailers to have a mobile-friendly website designed to improve user experiences. Developed specifically for smaller screen sizes and shapes, mobile-optimized sites enhance browsing, promote easier navigation, faster load times, and even promote mobile search engine optimization (SEO), a process that tracks key words and navigation to increase company site ranking placements among search engine result pages.

Hobby Lobby recently launched a mobile-optimized website comprised of social sharing, videos, and “how-to” content within a user-friendly format. The retailer allocated approximately one-third of the optimized site’s real estate to inspirational content, one-third to corporate information, and the remaining third is focused on selling. All features are available in both the desktop and mobile variations, but “70% of access has been through mobile phones overall, and at key times, we have seen an 80% increase,” said Hobby Lobby VP and CIO Jeanne Cotter.

Clearly, “consumers are flocking to retailers’ mobile sites at a faster pace and with more interaction than ever before — so naturally they expect retailers to offer fast, well-designed mobile services that meet their needs,” NRF SVP and Shop.org executive director Vicki Cantrell said in the report, “State of Retailing Online,” from Forrester Research and Shop.org.

However, this doesn’t discount the value of mobile apps. While functionality is comparable to a mobile website, mobile apps are downloaded and installed by the consumer onto their personal device — a move that retailers believe encourages more direct interaction with their loyal shoppers.

No stranger to using innovation to bolster customer engagement, Sephora’s mobile app already highlights its most coveted items, curates customer shopping histories and product preferences, collects and delivers rewards and promotions, and supports mobile checkout and Apple Pay mobile payments. Ready to up the ante once again, Sephora’s new-



Brands exploring mobile POS hardware options.

Source: RIS News, “The 13th Annual Store Systems Study 2016: Retail Technology Spend Trends”



est app enhancement enables shoppers to virtually try on thousands of lipstick shades to help them make an educated purchase decision.

Using their smartphone's camera, the app maps the user's lip location and shape, and applies any of Sephora's 3,000 lip colors over the customer's virtual lips via a digital overlay. "Our focus is always to launch technology that provides a true benefit to our clients," said Bridget Dolan, VP of Sephora's innovation lab. "We know our clients wish they could try on every lipstick in our store, and now they can."

The app also features its "Compare Me" service that enables users to view four different shades on one screen in a pop art style; and "Shake it Up," a service that selects four new shades at random with the simple shake of the user's phone. Shoppers can also share images with friends and family, and product links can be saved to the shopper's "My Favorites" list, or added to the shopper's basket for purchase.

Whether mobilizing websites or improving app development, retailers are relying on these innovations to drive future in-store sales. For example, 68% of brands expect their mobile websites to increase revenue, while 38% expect mobile apps to contribute to these increases, according to "Mobile Commerce — The Future of Retail," a report from Boston Retail Partners.

Regardless of the entry point to the brand, these mobile-supported experiences are all designed to encourage customer loyalty, expand the reach of the brand, and most importantly, foster a streamlined in-store shopping experience.

The Mobile Associate is Key to Successful Omnichannel

A truly successful store-level mobile experience also requires empowering associates with smart devices. While the introduction of handheld functionality was often limited to line-busting operations that enabled associates to check out customers and process debit or credit card payments, successful mobile strategies are now augmenting these processes with customer engagement capabilities.

This is becoming increasingly important as shoppers continue to enter stores armed with more knowledge than associates often have. To turn the tide, savvy retailers are loading devices with the same mobile-optimized sites and apps available to shoppers — a move that drives



40%
Consumers using their mobile devices to shop on-the-go.

Source: Accenture, "Accenture Adaptive Retail"



customer engagement and empowers associates.

Whether accessing enterprise merchandise catalogs directly in store aisles, connecting to inventory management solutions to monitor stock levels and availability, tapping shopper purchase histories and loyalty accounts as a means of driving targeted marketing, or streamlining customer orders and delivery options as a means of “saving the sale,” mobility is changing the role of the traditional sales associate. Armed with this mission-critical information, customer-facing employees are transitioning into brand ambassadors able to increase customer service and brand value.

Meanwhile, proprietary apps enable associates to drive operational processes right at their fingertips. Within seconds they can analyze previous shopper purchases and reveal affinities and upsell opportunities, hunt down fast-turning merchandise across the enterprise, as well as help shoppers place orders and streamline delivery.

Employee-driven mobility is such a priority that 42% of all retailers are empowering their associates with mobile solutions, according to *RIS News*’ “The 13th Annual Store Systems Survey: Retail Technology Spend Trends” report.

“With several years of mobile commerce now under the industry’s belt, retailers feel confident in their mobile investments thus far,” NRF’s Cantrell said in Forrester Research and Shop.org’s “State of Retailing Online” report. “For retailers, when it comes to mobile strategies, a little really does go a long way to keep their savvy customers happy.”

This theory speaks volumes for Saks Fifth Avenue. By leveraging a “highly personalized online solution to selling, we are merging our highest trafficked channel —saks.com — with our highest converter — our associates,” said Marc Metrick, president, Saks Fifth Avenue. “It is the perfect response to the growing demand for consumer-facing technology.”

The software gives Saks’ associates the ability to create customizable saks.com boutique pages that contain personally-curated assortments of Saks merchandise, accessible through a dedicated URL. Now associates can connect with new and existing customers online, present hand-picked merchandise, and use live chat, e-mail or schedule appointments to personally engage shoppers. An internal mobile app also enables Saks associates to showcase their online storefronts to customers through e-



Companies that pushed mobile initiatives to the top of their priority lists in 2015.

Source: Forrester Research and Shop.org, “State of Retailing Online”



mail and social media tools. Available in 16 locations, the software is being used by 650 associates nationwide.

394%
&
1,721%

RESPECTIVELY
Increased smartphone
and tablet usage when
browsing web content
over the past four years.

Source: comScore, "U.S. Digital Future in Focus"

Conclusion

Mobile solutions bring the omnichannel experience down to store-level. Too often however, retailers struggle with how to engage with mobile-influenced omnichannel shoppers, and continue a seamless experience once they arrive in-store.

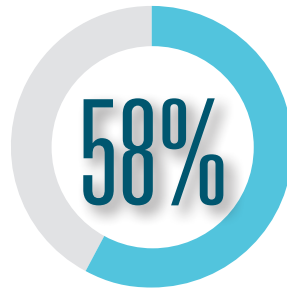
By evaluating their hardware and connectivity options, retailers are expanding their mobility strategies, and putting more information into the hands of consumers and associates, alike. As a result, smart devices are aligning channels across the omnichannel experience, delivering a more flexible and engaging store-level consumer experience, and driving customer service throughout the shopping journey.



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Consumers using their mobile devices to shop on-the-go.

Source: Accenture, "Accenture Adaptive Retail"



Companies that pushed mobile initiatives to the top of their priority lists in 2015.

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“Consumers focus on brands as a whole, not just as channel-specific engagements and business models.”

Source: RIS News, "The 13th Annual Store Systems Survey: Retail Technology Spend Trends"

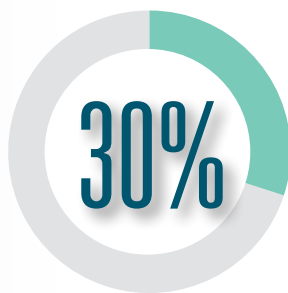
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Retailers opting to optimize their websites for mobile.

Source: GFK, "Shoppers Bringing Online Competition Inside Bricks-and-Mortar Stores"

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