

# OPTIMIZE the Store Experience



**Connection**  
we solve IT™

## Mobile Engagement

Today's brick-and-mortar retailers are adopting new ways to capitalize on mobile device usage. Our team will assist with device selection, designing device management solutions, designing a device security plan, and provisioning devices for deployment.

## Digital Marketing

Digital signage is one of the key ways that a retailer can not only show information, but also gather analytics and interact with customers while they shop. While digital signage has many uses for marketing and advertising, one of its greatest uses is as a communication tool. Digital signage is being used in retail stores as a customer greeter, to advertise promotions, and as an information source for employees.

## Staff Productivity

Streamline critical tasks that are part of the sales process, and free up time for customer interactions.

## Networks

Address network efficiencies, collaboration requirements, increased speed, and greater productivity.

## Security

A strong security strategy will mitigate risk for your organization. Our experts provide a cohesive, interdependent approach to information security. With our industry-leading assessments, analysis, technology planning, and integration, we can help you build a security plan that meets your unique needs.

## Point of Sale

POS systems—both mobile and traditional—are critical to support the flow and productivity of your business and keep you competitive. Whether you are looking for traditional POS solutions, a mobile POS solution—or a combination—Connection can help.

## Traffic and In-Store Analytics

Understand what shoppers are doing inside your stores—and how that connects to sales at the register. Using solutions like RetailNext's in-store analytics platform, you can tell how many visitors your stores have, when they come, and where they go inside the store—putting critical information at your fingertips.

## Sales and Marketing Analytics

Streamline inventory management, leveraging a mix of barcode and RFID technology, cloud-based software solutions, and critical updates to infrastructure to optimize forecasts and save time and money.

**For more information about the comprehensive services Connection offers, contact your Account Manager today.**

Business Solutions  
1.800.800.0014

Enterprise Solutions  
1.800.369.1047

[www.connection.com/retail](http://www.connection.com/retail)

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