APPLE IN RETAIL.

With hundreds of retail points of sale around the world serving more than a million customers each day, Apple has unique insight into how to succeed in the retail industry. Organisations can benefit from Apple's insight into optimising processes, creating amazing customer experiences, and developing engaged and informed employees.

Why Apple in Retail

Ease of use

Many employees already use Apple products or are familiar with their functionality, so onboarding new employees and training existing teams is inherently intuitive.

Powerful hardware

On-device machine learning and the world's largest AR platform paired with cutting-edge cameras, microphones, GPS, and motion sensors, workflows can be streamlined by auto-generating data from and applying them to real-world scenarios.

Cohesive hardware system

Looking to simplify your hardware and software environment? If you are considering the use of wearables, tablets, personal computers, and digital signage, Apple offers compelling options across all form factors.

Comprehensive customer services

Apple offers many customer-friendly services to help elevate their experience, including ApplePay, Apple Music for Business, and Business Chat.

Use cases

Mobile POS
A mobile POS solution designed for Apple products is crucial for shortening checkout queues and reducing crowds, giving retailers the option to accept payments from customers quickly and efficiently from inside or outside shop locations.

Assisted selling
Use real-time product information to sell more effectively. Providing a salesperson with easy-to-use technology and reliable support can help them work remotely, while also letting them stay connected with customers.

McKinsey reports* that digital-led shopping experiences will continue to grow in popularity when the COVID-19 restrictions have eased.

Business Intelligence
In a survey conducted by Sisense it found that 55% of companies are using data to improve efficiency.

Authorised Enterprise Reseller

CDW PEOPLE WHO GET IT®

Additionally, 47%* of businesses are using data to improve interactions with their customers. And 45 %* say they are using data to predict business outcomes.

A business intelligence solution designed for Apple devices provides retailers with important data analysis, helping them to meet customers' needs and address supply levels, staffing models, expenditures, and more – from anywhere.

Staff management

Modern staff management solutions use queuing models to help retailers adjust the number of in-store staff in near real-time to address safety and business needs.

A staff management solution designed for Apple products can help retailers automatically create and update work schedules, as safety guidelines change and to reduce the touching of surfaces.

Employee wellness

Ensuring employee wellness, safety and health has never been more important than it is now. By adopting solutions that support employee health, businesses can improve well-being, reduce absences, and increase overall efficiency and morale.

An employee wellness solution designed for Apple products can help retailers build a happier, healthier, and more resilient workforce.

Collaboration

The seamless compatibility of Apple devices helps to build agile teams that can work together from any location.

Employees working in a variety of roles on the sales floor help to facilitate in-store operations, manage suppliers, support partners, manage finances, and more. In these new working environments, employee collaboration must be mobile, secure, and fluid.

CDW orchestrates a streamlined Apple Solution for the Estee Lauder Companies

Estee Lauder uses iPads for a range of essential store management and customer service activities, the sourcing and delivery of Apple technology across the EMEA region was previously managed at local level by each country, which hindered central efficiency, insight and control.

By selecting CDW as their partner of choice we offer the scale, agility and Apple expertise to consolidate the supply of devices. Central control of ordering and logistics, via CDW's unique ServiceTrack solution, has reduced deployment timelines, costs and pressure on internal resources. Read our full case study here.

Why CDW in Retail?

· Global expertise in retail sector, working with over 150 countries, with in-house knowledge and expertise
· End to end capability from store to datacentre
· Retail Partner Community – network of industry leading hardware and software vendors to provide best in class solutions to innovation
· CDW Solution Specialists to ensure performant infrastructure to support your business
· Orchestration and Consolidation of complex projects globally
· Create a store in a box of complete retail technology, prebuilt in our NDC to simplify store openings and upgrades

CDW Retail services

💻	Onsite hardware support for store technology up to 24 x 7 x 4
🌐	Supported by global multilingual service desk
📶	Network and WIFI support services
⚒	Onsite engineering support
👤	Consultancy and design services

---

* https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-covid-19-recovery-will-be-digital-a-plan-for-the-first-90-days#
**https://searchbusinessanalytics.techtarget.com/news/252484595/Survey-finds-BI-and-data-analytics-more-important-in-pandemic#:~:text=Companies%20have%20been%20using%20data,da-ta%20to%20predict%20these%20outcomes.

Authorised Enterprise Reseller

CDW PEOPLE WHO GET IT®