



# KEEPING PACE WITH THE RETAIL REVOLUTION USING INTEGRATED SOLUTIONS

Consumers' expectations of the retail experience are higher than ever. Retailers need to operate seamlessly across channels, while replicating the best of each channel in the others.

To do so, retailers must take an integrated approach to the solutions they implement. Store hardware and technology must be able to stitch together seamlessly, not only to ensure a better customer experience, but an improved employee experience, as well.

Rather than having multiple retail IT providers, which can be inefficient and time consuming, retailers can acquire a technology partner that has access to the POS hardware, as well as all additional peripherals, making implementation and maintenance quick, seamless and cost-effective.

Integrated solutions offer retailers the following benefits:

## **EASIER IMPLEMENTATION**

Retailers need to be more responsive and flexible to satisfy consumers' rapidly changing tastes. That often means reconfiguring stores and opening up new locations, including pop-up, seasonal stores. The set-up process must be fast, highly efficient and cost-effective.

Having a single vendor partner to offer integrated solutions is an ideal fit because overall, it is easier to procure and set up. Typically, retailers need to consult IT representatives from each hardware company should an issue arise. However, if a company is dealing with only a single vendor, costs will stay low and issues will be resolved quickly.



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### SEAMLESS INTEGRATION

The retail technology industry has made considerable progress in standardizing integration for POS peripherals — but it is still not perfect. Having a single vendor partner will help ensure seamless integration and eliminate concerns regarding peripheral compatibility. Because the vendor partner has a designated set of third-party peripheral providers, retailers can receive the one-to-one guidance to customize the POS experience based on company-wide needs.

### SIMPLER EMPLOYEE TRAINING

Consistency also is invaluable when it comes to employee training. Because associates always encounter the same device with the same integrated peripherals, there is no need for retraining or cross training. Associates can move seamlessly among stores as needs dictate. Most importantly, easier training helps associates focus more on the customer experience.

Educating employees on multiple platforms and systems is not only time consuming, but also daunting for workers. The easier retailers make education and enablement, the faster they can get associates back on the sales floor and interacting with customers.

### SCALABILITY

In the new age of retail, it is imperative that merchants are nimble and equipped to alter their in-store experiences based on consumer demands and preferences. Having a single IT provider offering all POS hardware and peripherals ensures you have the single and optimal source to help with all maintenance, part replacement and configurability. Having a trusted partner will empower retailers to be more flexible and alter the store experience as the company grows.





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### OPTIMIZATION

Many retailers are trying to decrease costs by squeezing the life out of their current hardware. However, integrating older technology with new solutions and services can actually drive up operating costs, as they require custom APIs. Additionally, because integrated solutions don't require costly installation services or training, they are easy to support and manage, offering a lower total cost of ownership.

Customers appreciate a seamless transaction where the associate's focus is on them, not the hardware. The

streamlined appearance and simple user experience of integrated solutions enable cashiers to deliver the personal attention shoppers crave.

Succeeding in retail today hinges on a company's ability to define and execute a unique brand experience at all times. Having a single vendor partner to offer an integrated POS solution enables retailers to deliver on this promise by ensuring customers have the same attentive, seamless checkout experience, every time, in every channel.

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## ABOUT NEC

# NEC

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