



# Increase operational efficiency with intelligent store support

A seamless, wall-to-wall support solution for technology inside the store



# Improve

customer experience and raise store efficiency by having your store systems and infrastructure always available.

# Extend

the useful life of equipment and simplify technical support management for numerous old and new devices across multiple manufacturers.

# Reduce

operating costs by consolidating and improving support efficiency.

## Introduction

The way customers research, communicate, and buy when shopping for goods and services is continuously transforming, thanks to more mobile and adaptable technologies. As these physical and digital worlds converge, retailers must develop new business models, new services and new strategies to disrupt the market and refocus client expectations.

With the pressure of delivering superior, uninterrupted service across all channels in a price-competitive business, the possibility to further reduce costs can make or break retail success, but so can problems with IT equipment.

Retail store systems are typically a mix of old and new technologies, which need to be properly maintained, highly available and always connected. But a mix of technologies usually requires multiple vendors for support, which can raise costs, slow problem resolution and become a long-term liability. In Retail, an IT problem translates into service interruptions, which diminish the customer experience, employee satisfaction, and can negatively impact inventory management, cash flow and overall business efficiency.

Stores find themselves in the midst of total reinvention, as retailers are challenged to rethink future shopping experiences for consumers. IT equipment is at the core of this transformation, and both existing and new technologies need a trusted, reliable support strategy as the store evolves.



## Transformative IT support for the intelligent store

A seamless, wall-to-wall support solution can help your business survive and thrive in this landscape ripe with challenges. The advantages of having an innovative, customer-centric maintenance and support solution that provides a single point of contact for multi-vendor sourced systems include:

- Increased customer experience
- Improved equipment reliability
- Controlled and diminished capital expenditures
- Simplified technical support
- Extended hardware life
- In-depth expertise and resources from IBM®



Unlike a traditional, vendor-by-vendor approach, IBM offers a flexible, highly customizable and proactive approach to technology support and maintenance in your store environment. You can benefit from a comprehensive, all-sized stores solution, designed to maintain all device types, software and networks in the store, while reducing operational cost and helping to ensure a consistent customer experience.

## The intelligent support solution of the future

When a technology issue arises, IBM Retail Technology Support Solutions (RTSS) can perform a problem analysis and develop a plan to minimize the impact to your business.

### Augmented Remote Assist is optional, and can offer:

- **Client support for any device, anywhere.** Remote experts can provide guidance to field technicians for the selected products supported by Remote Assist.
- **Easily accessible, precise information.** Visual instructions in the right context eliminate the need to refer to offline materials and relate them to the actual task at hand.
- **Customer assistance.** Assisting clients to successfully perform complex tasks when they have no knowledge of the product can decrease time to fix, and prevent loss of business revenue.

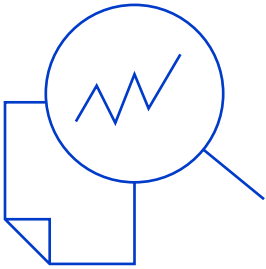
The solution can also be used for preventive, conditions-based support, advising action before a device fails. Moreover, RTSS can lean on IBM's AI technology platform to generate insights to improve technical support.

Technical support of multi-vendor equipment can easily be simplified by integrating call receipts, service tickets and remote fix services into one easy-to-use resource that also offers onsite field services to install, repair or prevent breakage of store equipment. To help provide speedy results, the RTSS can also manage aspects involving replacement parts, inventory management and parts transportation.

The solution spans the multivendor store environment from end-of-life technology to digital and "Internet of Things" (IoT) devices, providing integrated technology support across the store, from servers and CCTV security cameras to electronic shelf labels.

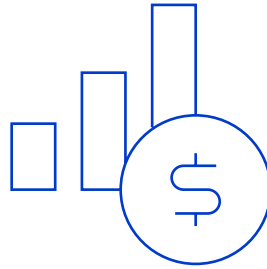


## Retail Technology Support Solutions can:



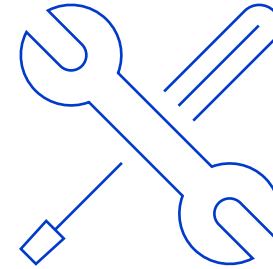
### improve sales and satisfaction

Meet customer expectations with highly available equipment and services. Implement wall-to-wall technology support that not only keeps customers happy, but also keeps employees focused on closing sales instead of seeking technical support fixes.



### save you money and time

Integrate your multivendor environment from end-of-life technology to mobile digital devices and receive end-to-end technical support to optimize the availability, lifespan and maintenance costs of your existing equipment.



### transform old, complex IT maintenance

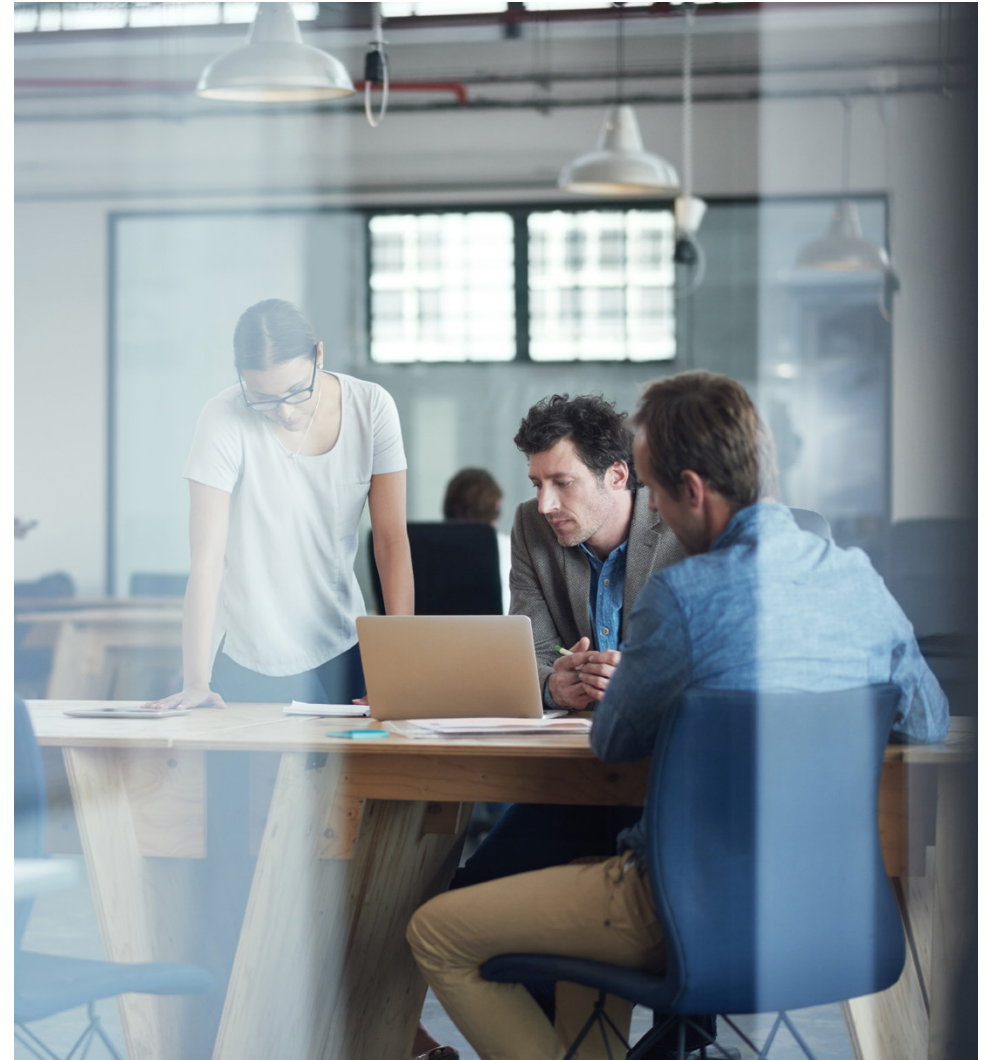
Skilled specialists can apply advanced analytics to improve store equipment performance or to identify the most frequent service interruptions at a location. Bundling those findings into one service call minimizes system downtime and improves overall efficiency.

## Why choose IBM?

IBM has decades of experience in retail operations support along with an extensive enterprise tested portfolio of solutions. IBM offers a wide range of hardware from multiple vendors, paired with the latest software and network solutions, including IBM Watson IoT™ technology. IBM has more than 4000 professionals focused on the retail industry around the world, ready to put their know-how and experience to work for you.

IBM can tailor a solution that meets your needs and can provide the flexible financing options you need to remain competitive when engaging you customers.

The emergence of online, mobile and other new retail technologies challenges retailers to transform business models and to continuously innovate if they wish to stay relevant in the market. Connecting with the customers, operating efficiently, building loyalty to grow market share and drive profitable growth are imperatives that drive retail success, but at high costs. Retail Technology Support Solutions is a mix of transformative, wall-to-wall support for intelligent stores, that can help you reduce the complexity of IT maintenance, improve sales and keep your budgets under control.

[Learn more](#)[Watch the video](#)

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