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PLAYBOOK: RETAIL

Discover How to Successfully Position & Sell Apple Solutions





Apple in Retail



In just a few short years, the retail industry has seen the rise of digital giants, failure of national chains, declining foot traffic and popularity of locally-owned boutiques. This industry has always been challenging, but never more than today.

Apple is helping retailers win in this new environment by transforming the customer shopping experience. In the changing retail landscape, sustained success will go to companies that adopt intelligent, automated and agile ways to service their customers. That is precisely what Apple delivers.

Market Challenges

- **Digital Competition.** Pure-play e-commerce retailers are delivering better convenience, value and fulfillment choices vs. stores.
- **Connected Shoppers.** Armed with information, reviews and pricing, consumers have an edge over unarmed sales associates, and are using stores as showrooms before buying online.
- **Rising Expectations.** Consumers expect a heightened level of service and convenience. This has become paramount for many time-starved customers.
- **Outdated Technology.** Antiquated, single-purpose devices aren't able to deliver the benefits of today's mobile devices, cloud technologies, security paradigms, advanced networking and big data.

Key Decision Makers

- SVPs & VPs of Store Operations
- Heads of Customer Experience
- Chief Digital Officers
- CIOs & VPs of IT
- CEOs



RETAIL SOLUTION PLAY

INFORMED AND ENGAGED TEAMS: BEFORE & AFTER IOS

Use Cases

Content

- Product Information
- Product Location
- Inventory Availability

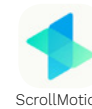
Before iOS

- Printed documents and basic text SKU information behind cash wrap.
- Inventory checks done by walkie- talkie or phone call to backroom or other stores.

After iOS

- Empower associates with rich product information including product images & videos, specifications, ratings & reviews, and inventory availability across touchpoints.

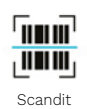
Example Apps



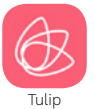
ScrollMotion



SalesAssist



Scandit



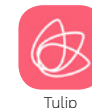
Tulip

Customer

- Clienteling
- Assisted Selling
- Personalization
- Loyalty

- Associates don't always know when high-value customers are in store; therefore, all customers are treated equally vs. serving the most profitable customers.
- Memory of cross-sell/up-sell products communicated by store manager or in 3-ringed binder at cash wrap.

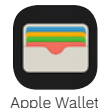
- Notify associate when high-value customer arrives. Associates can view appropriate customer details and personalized offers.
- Associates can view customer browsing history, past purchases, & preferences to make relevant recommendations for cross-sell/ up-sell opportunities.



Tulip



Belly for Business



Apple Wallet



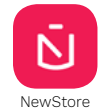
Beehiv



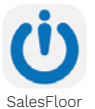
TeamWork



Mad Mobile



NewStore



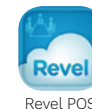
SalesFloor

Commerce

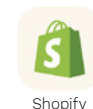
- Endless Aisle
- Mobile Point-of-Sale
- Mobile Payment
- Ship, Pickup, & Reserve

- Limited product options based on what is physically in store.
- Customer waits in line at cash wrap for any transactions and carries product(s) out of store.

- View & order full assortment beyond what is in store.
- Sales Associate never leaves customer & completes sale from anywhere in the store.
- Buy online, pickup in store. Reserve & hold in another store. Ship from store to home or another location (e.g., gift).



Revel POS



Shopify



Express Pay



Sales Assist



Vend Register



Pick & Pack



MadMobile



Integrated Solutions for Apple in Retail

POINT OF SALE (POS)

GoPoint

T-Mobile and GoPoint have come together to make it easier and more affordable to accept payments and manage operations via existing tablets or mobile devices. GoPoint was created with small businesses in mind, making it easy and affordable to accept payments, get same-day funding and manage business operations anywhere.

► [READ MORE](#)

ShopKeep

ShopKeep is a POS register for the iPad; it's perfect for small businesses.

► [LEARN MORE](#)

Square

The free Square POS app is the control center of the Square POS system. The intuitive order and payment flow make processing transactions a snap and lets businesses effortlessly manage customers and the entire business on an iPhone or iPad POS software.

► [LEARN MORE](#)

INVENTORY MANAGEMENT

Sortly Pro App

Sortly Pro is a super simple inventory system built for modern teams who want to spend less time inventorying and more time business-ing.

► [VIEW APP](#)

Inventory Control With Scanner App

Inventory Control is one of the fastest, easiest ways to organize inventory using an advanced barcode scanner – keep inventory organized and available at all times.

► [VIEW APP](#)

Bigtincan Hub App

Bigtincan Hub is a revolutionary sales enablement app providing context-specific content to mobile users. Seamlessly work with a unified set of productivity tools for creating, editing, annotating, sharing and collaborating. Drive sales, productivity, engagement and opportunities through a simple, intuitive app.

► [LEARN MORE](#)

► [VIEW APP](#)

Apple Device Management for Beginners

When thinking about how to manage Apple devices, it's helpful to break the lifecycle down into common tasks users might do. From deployment and provisioning to user empowerment and everything in between.

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CUSTOMER PROFILES

Ducati – Full Throttle With iPad

Ducati built an iPad app for in-house use that makes all the difference when it comes to engaging customers in a personalized sales experience and sharing what's new in the Ducati world.

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Scott Kay Jewelry

Scott Kay, a leading hand-sculpted jewelry designers and manufacturers in the U.S., has discovered a stunning new sales tool: iPad. By shifting their amazing portfolio of jewelry from barely luggable briefcases full of brochures and precious samples to iPad, the sales team can now more easily showcase—and readily sell—the Scott Kay collection.

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Tech Data Retail Resources

[Tech Data Apple Vendor Site](#)

[IoT Solutions Website](#)

[Tech-as-a-Service \(TaaS\) Website](#)

[Mobility Solutions Webpage](#)