

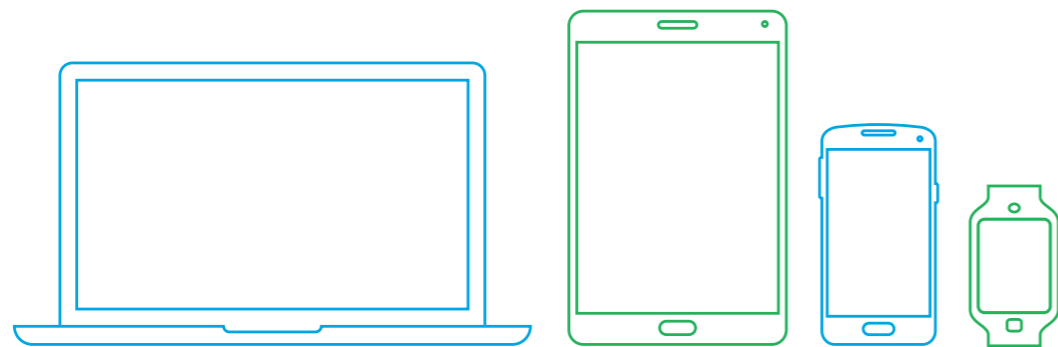
# Brick, Mortar, and Mobile

How mobile technology can bring out  
the best in-store retail experience



# Table of contents

- 2 INTRODUCTION
- 3 CHALLENGES AND SPECIFIC NEEDS IN RETAIL
- 7 MOBILE TECHNOLOGY USE CASES
- 13 RETAIL SOLUTIONS FROM SAMSUNG
- 15 EXCEED EXPECTATIONS WITH MOBILE TECHNOLOGY



## Introduction

Mobile technology has made retail customers more educated, discerning, and connected than ever before. Three-quarters of customers now bring their mobile device with them when shopping in stores, and retailers can expect that they've done their homework online – and will continue to browse online while they're browsing the aisles.<sup>1</sup> Yet in many cases, there's a substantial disconnect between the online and brick-and-mortar shopping experience. Retailers are finding creative and innovative new ways to close that gap, but may be held back by legacy systems and databases, as well as applications that can't share information.

By connecting sales-floor endpoints like tablets, smartphones, digital signage, and zero client/cloud monitors to public and private clouds located

in-store, on-line and at headquarters, retailers can not only provide the means to engage and inform customers, but also put the real-time information they crave right at their fingertips. These technologies can help boost sales, drive analytics-based marketing, streamline operations, and reduce costs. The trick is to find the mix of mobile products and solutions that will work seamlessly within an organization's brand and environment, from specialty retail to quick service restaurants (QSRs) and casual dining. This eBook provides a few samples of mobile technology in retail so you can find just the right fit.

*"The compelling opportunity for retailers is in blending the best of what the digital realm has to offer with the best that the physical realm delivers."*

Nikki Baird, Retail Systems Research<sup>1</sup>

## CHAPTER 1

# Challenges and Specific Needs in Retail

## Customer engagement



To meet the needs of tech-savvy, connected customers, in-store retailers must capture customers' attention before they ever enter the store, through high-quality mobile content and inspiring, visually rich, and engaging digital window displays. Once associates engage customers, they must be able to quickly and thoroughly answer their questions, make suggestions, and help track down or compare products. Self-service kiosks and displays also contribute by making it easy and fast for customers to ask questions or return

purchases. Similarly, food service workers must be able to clearly display and explain menus and specials and take orders in a timely way – whether they're waiting on a table or taking orders through a window. The common thread, from vintage stores to banks to airlines, is the ability to successfully interact with customers. This personal engagement is more and more critical: 89% of marketing leaders expect that by 2017,<sup>2</sup> the primary way retailers will stand out from one another will be how they handle customer interaction.

*"Only by serving the changing needs, preferences, and behavior of the customer will retailers and brands be able to meet today's hyper-connected consumers on their terms, across all channels of interaction."<sup>2</sup>*

Techradar.pro

## Increased sales



The highest goal of retail is, of course, to make a profitable sale. More and more, this means being ready to answer questions and check out purchases right then and there – before the customer goes back to searching online or leaves the store. To do this, retailers must be able to ring up purchases on the floor or to shorten checkout lines with automated kiosks – or both. If an item is unavailable

or out of stock, an associate will need to locate another one online or in another store – or suggest a good substitute. To accomplish these tasks, salespeople need fast, reliable access to product and inventory information, as well as the ability to securely handle credit card transactions, print or email receipts, and comply with industry-specific regulations.

## Efficiency and accuracy



As with any business, retailers are always looking for smart ways to streamline management and operations, reduce costs, and simplify warehousing. These tasks depend on making sure promotional materials are up to date, and that displays, tags, and marketing materials are consistent across all locations. It also means improving order accuracy, not only by helping customers clearly understand ordering

information, but by tracking orders and inventory and keeping up with both printed and digital materials – including purchases made online and picked up at a store, or purchased at a store and later delivered to the customer's home. Finally, almost all managers need help getting out of the back office and onto the sales floor to help customers and mentor sales staff.



Innovations in mobile technology are addressing all of these needs and more, by connecting retail headquarters to outlets, warehouses, and delivery trucks. What's more, the right mix of tablets, smartphones, zero-clients, wearables, and management tools can connect retailers to customers in new ways that make it far easier to provide genuine and personal service. Here are a few examples to try on for size.

## CHAPTER 2

# Mobile Technology Use Cases

## Retail point-of-sale (tablets and smartphones)



In brick-and-mortar stores, retailers must be able to check inventory and connect to point-of-sale (POS) systems in order to give customers timely help. Powerful smartphones enable salespeople to leave the sales counter and provide customers with a personalized, on-screen “show-and-tell” experience anywhere in the store. They can quickly locate products, provide details and comparisons between products, check inventory and find substitutes, and help customers decide if an item is the right choice

for them. Stationary or semi-stationary POS stations enable salespeople to securely check out customers at different areas of the store, helping prevent long lines. In addition, tablet-based kiosks can help customers comparison shop or easily return items on their own. These simple changes make shopping easier and smarter, and make it more likely customers will walk out of the store having made a purchase.

## Table-side and table-top ordering (tablets and smartphones)



Another challenge is the need to take timely, accurate orders in restaurants and other fast-casual food-service establishments. Servers traditionally come to a table with a pad and pencil or commit orders to memory, both of which can easily lead to mistakes. By using a small tablet that’s easy to slip into a pocket or apron, waiters can take accurate orders and send them to the kitchen instantly, cutting down on confusion and

making fewer trips. Customers can more easily see daily menus and specials with hand-held tablets that feature large, high-resolution screens or can simply order on their own using table-top ordering stands. These devices consume less power, are easy to read, and can stand up to spilled drinks, grease, and food drips – all while serving customers more efficiently.

# Supporting microbusiness

## (tablets and smartphones)



Self-employed retailers, from artists and photographers to house painters and fitness coaches, face a unique set of challenges: they are highly mobile, may not have employees, and rarely have time to run errands. In addition, the Europay, MasterCard, VISA (EVM) Liability Shift beginning October 1, 2015—in which in-store counterfeit fraud liability shifts to the party that has not yet adopted chip technology—could greatly impact these retailers. They must be able to securely sell their products and services from any location, but may only sell in small volumes or at specialty shows a few times a year. Wi-Fi-connected tablets

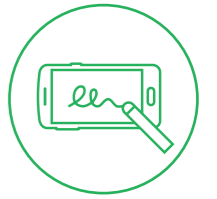
seem custom-designed for these retailers – and when outfitted with custom banking and business applications and a secure credit-card reader, they become invaluable. Using such devices, microbusiness owners gain access to inventory, analytics and marketing tools through mobile POS, and can handle emails, schedules, and documents on the go, easily process credit card payments, and avoid time-consuming trips to the bank. Tablets also allow these retailers to quickly and reliably show examples of completed designs in vivid detail or showcase artwork or photography, even while standing in a client's home or backyard.

### *Industry Insight:*

Small retailers are weighing the expense of technology vs. the risk from fraud. For some business owners it is less expensive to eat the risk than to purchase technology, at least for the time being.

# Smarter delivery

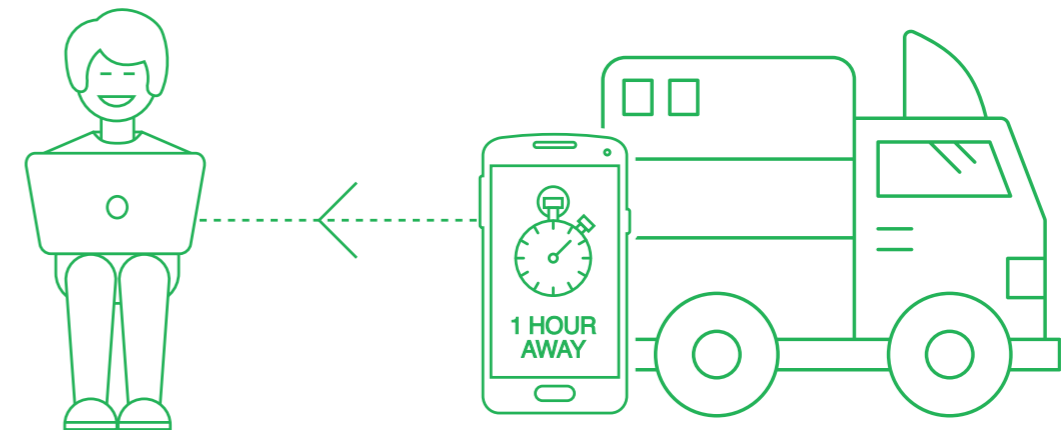
## (tablets and smartphones)



Customers increasingly want to be able to track items they've purchased, from delivery meals to books, clothing, and appliances. Equipping delivery drivers with GPS-enabled smartphones and carrier-connected tablets make it easy for them to pinpoint their location, estimate their arrival time, and confirm delivery details – as well as quickly update their routes based on traffic reports or other information from the warehouse or customer. On delivery, the drivers can accept payments and signatures and provide receipts. These devices can be ruggedized

to stand up to wear and tear and severe weather, and offer many useful features such as all-day battery life.

Smarter delivery also allows retailers to have devices that are not just single-, but multi-application (e.g., barcode scanning, POS, CRM, inventory management, look book/assisted selling, etc). Multi-purpose devices offer a more compelling story for technology, usage, and ROI.



Equipping delivery drivers with GPS-enabled smartphones and carrier-connected tablets make it easy for them to pinpoint their location, estimate their arrival time, and confirm delivery details.

# Architectural enhancements

## (digital displays)



A large-format digital display in the lobby of a theater can be used to let guests know about upcoming movies, performances, or events. Stunning full-color HD images can bring details of archaeological digs to life in museums. Video displays could also be used to stream the performance or event in real time for theater or stadium patrons waiting in the concession line, so

they don't miss a moment of the action. Managers can easily program updates and changes via smartphone, and people can use the display along with their phones to make plans with friends right from the lobby. Not to mention posting real-time schedule shifts in transportation hubs like airports and train stations.

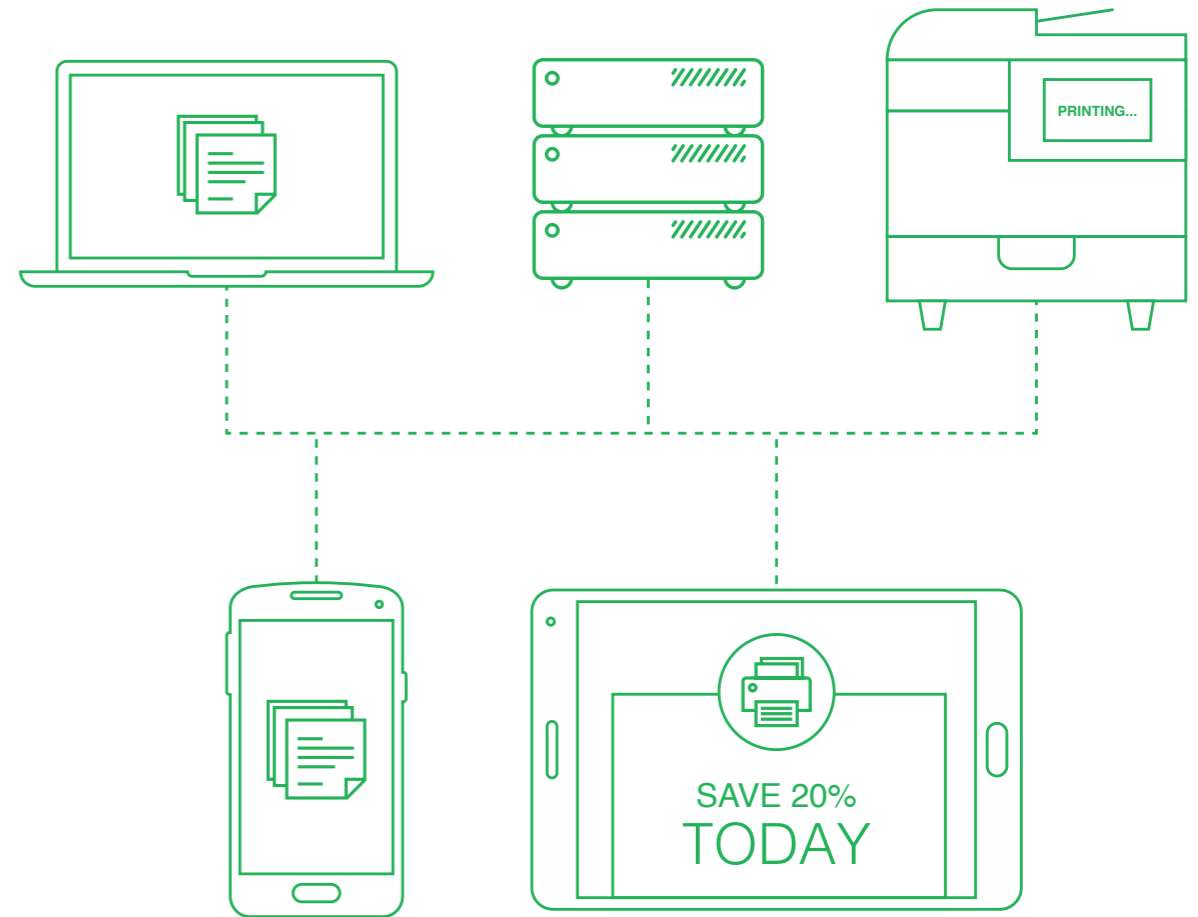
# Management and promotions

## (Data management and MFPs)



Retailers also struggle with the challenge of keeping advertising, promotions, and tags current and on brand. It can take up to three weeks for updated materials and details about displays and physical layout to reach stores. They face similar frustrations with receiving, storing, and tracking customer records, paper invoices, purchase orders, and other necessary paperwork. This issue is complicated by the need to protect confidential customer data both in transit and in storage. Digital

printing technology can help retailers digitize and safeguard printed documents and receipts. By connecting mobile devices to laptops, servers, and multifunction printers (MFPs), retailers can quickly transmit new advertising and promotional materials, print receipts and customized brochures for customers, and make updates in the moment as needed. Printers can also be centrally monitored and limited to authorized employees to safeguard against fraud and theft.



By connecting mobile devices to laptops, servers, and multifunction printers (MFPs), retailers can quickly transmit new advertising and promotional materials, print receipts and customized brochures for customers, and make updates in the moment as needed.

## CHAPTER 3

## Retail Solutions from Samsung

When you're ready to upgrade your unique retail environment, Samsung can help with holistic, integrated, interoperable solutions for retailers of all sizes. From tablets, mobile phones, and large-format touchscreen displays to zero-client technologies and more, Samsung retail solutions can help your organization reach and engage more customers, close more sales, track inventory, digitize documents, and make the most of customer data (while protecting it).



### Samsung Galaxy Tablets

Smart, sleek tablets designed for use as on-premise POS systems and compatible with embedded data analytics, Samsung KNOX™ security<sup>4</sup>, inventory management tools, barcode readers, and receipt printers



### Samsung Galaxy Smartphones

Lightweight, powerful, and durable smartphones featuring delivery services, lightning-fast 4G-LTE connections, KNOX security, enhanced multitasking, and extended battery life



### Samsung Smart Signage

A broad range of commercial displays for use in many retail environments; from ultra-narrow bezel LED video walls, to small touchscreen displays, Samsung smart signage solutions enable retailers to dynamically showcase their brand and promotional messaging



### Mobile Manager

Use Chromebooks, tablets, zero-client technology, and MFPs to securely access sales, records, and inventory information, make on-the-go decisions, and manage documents and print from any location



# Exceed expectations with mobile technology

By considering the entire retail experience – from the first interaction with customers to the last inventory or delivery task – IT professionals can design a thoughtful technology makeover that easily integrates mobile devices and solutions with their brick-and-mortar stores, extending their brands, improving customer experiences and loyalty, and streamlining the day-to-day demands of the retail business.

LEARN MORE

*“Traditional in-store marketing is still critically important to shoppers, but technology, especially mobile, is having an impact on the store – changing the shopper’s path to purchase and calling for brands and retailers to start rethinking in-store strategies.”<sup>1</sup>*

Gary Lee, InReality

## About Samsung Business

As a global leader in enterprise mobility and information technology, Samsung Business provides a diverse portfolio of enterprise technologies including smartphones, wearables, tablets, digital displays, hospitality TVs, zero clients, printers and medical diagnostic equipment. We are committed to putting the business customer at the core of everything we do by delivering comprehensive products, solutions and services across diverse industries including retail, healthcare, hospitality, education and government. For more information, please visit [samsung.com/business](http://samsung.com/business) or follow Samsung Business via Twitter [@SamsungBizUSA](https://twitter.com/SamsungBizUSA).

### Sources

<sup>1</sup> “75% of store shoppers use their mobile devices in-store,” *Internet Retailer*, April 2015.

<https://www.internetretailer.com/2015/04/09/75-store-shoppers-use-their-mobile-devices-store>

<sup>2</sup> “Key trends for retail technology in 2015: the rise of hyper-personalization,” *techradar.pro*, January 2015.

<http://www.techradar.com/us/news/world-of-tech/key-trends-for-retail-technology-in-2015-the-rise-of-hyper-personalisation-1281156>

<sup>3</sup> “Innovation and Disruption in U.S. Merchant Payments,” *McKinsey*, May 2014.

[http://www.theexchange4fis.com/wp-content/uploads/2015/03/McKinsey-on-Payments\\_Innovation-and-Disruption-in-US-Merchant-Payments.pdf](http://www.theexchange4fis.com/wp-content/uploads/2015/03/McKinsey-on-Payments_Innovation-and-Disruption-in-US-Merchant-Payments.pdf)

<sup>4</sup> May incur additional costs.

Twitter: [@SamsungBizUSA](https://twitter.com/SamsungBizUSA)

Blog: [insights.samsung.com](http://insights.samsung.com)

**SAMSUNG**  
BUSINESS