

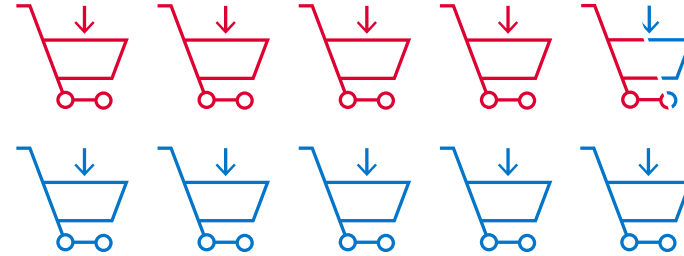
COUNTDOWN TO BLACK FRIDAY AND THE HOLIDAY SEASON RUSH... ARE YOU PREPARED?

With the holiday shopping season right around the corner, you'll want to make sure your technologies are deployed, optimized, and prepared to support the biggest revenue-generating days of the year. Here are some critical things to think about as you prepare for the rush



SUPPORT IN-STORE PICK UP

- Create a secure space near the front of the store where merchandise can be organized and secured in preparation for pick-up. PVMs, secured lockers or access controlled closets are options.
- Assign or deploy a separate POS check-out to minimize traffic disruptions and wait times.
- Ensure your in-store and online inventory tracking programs are connected to ensure streamlined order fulfillment and maximum efficiency.



In a 2016 Consumer Survey
from JDA Software,

46% of respondents
had used
**“buy online, pick
up in store”**
in the past 12 months.



ON-BOARD SEASONAL EMPLOYEES

 } ACCORDING
TO NRF,
retailers hire between
640,000
and
690,000
seasonal workers.

- Use access control to assign roles and permissions to individual employees, automatically allowing and restricting access to specific areas. This also enables turnkey access restriction once the holiday season is over.
- Evaluate new employee performance using technologies including exception reporting, video and POS and address behaviors that require correction.



TAKE STEPS TO MAXIMIZE CUSTOMER EXPERIENCE

- Use in-store location services (beacons) to deliver instant information and promotions to interested shoppers to drive in-store purchases to a close.
- Use RFID to increase inventory visibility and accuracy to help customers can get just what they need, when they need it.



There is a **\$3** RETURN ON INVESTMENT **\$1** invested in the customer experience.
expected for every



DEPLOY BI SOLUTIONS TO MAKE BETTER BUSINESS DECISIONS



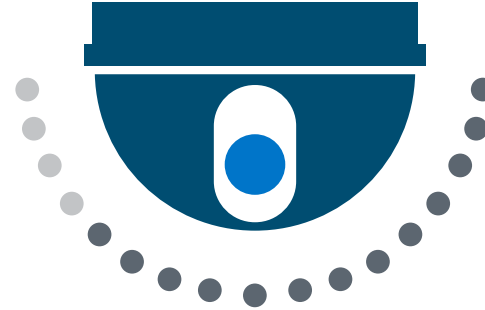
- Leverage artificial intelligence to automatically identify most profitable customer segments based on data and intelligent demand forecasting, which may not be apparent with human analysis.
- Maximize in-store marketing strategies in light of seasonal demands and traffic patterns using tools like queuing, heat mapping, and merchandising effectiveness in coordination with IP video.

39% OF RETAILERS RANKED
*'Ability to turn customer data into
intelligent and actionable insight'*
one of their greatest challenges.



MAXIMIZE YOUR VIDEO

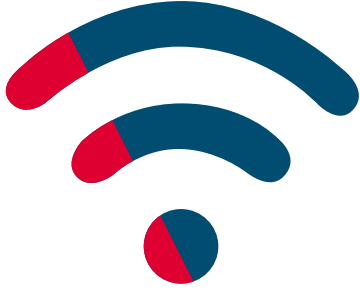
- Couple video with analytic software, access control, and exception reporting to deliver enhanced customer service – understanding where who's in the store, how long their wait times are, and if they are receiving optimal customer service.
- Verify proper video functionality, that video is actually being captured, that the shot is not blocked or misaimed, and that the VMS is recording as it should be. In other words, know your video is functional before you need it.
- Outsource monitoring and management of your VMS to a trusted partner with 24/7/365 capabilities.



75% of retailers
plan to invest in cameras
and video analytics for the
customer experience
by **2021**



IN-STORE WIFI



ACCORDING TO ONE SURVEY

27.5%

of retailers report that
customer loyalty

INCREASED

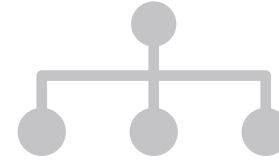
due to deploying
in-store customer WiFi.

- Verify and/or upgrade customer wi-fi to ensure adequate bandwidth and connection speeds during peak season and security.
- Evaluate and address security of wi-fi to prevent breaches and minimize down-time during the holiday rush.
- Ensure your network is capable of delivering a truly omni-channel shopping experience with tools like RFID and beacon technology that help drive loyalty and the customer experience.



VALIDATED DCs

- Whether preparing for peak season or preparing to compete with Amazon-style retailers, make sure your WiFi and infrastructure are in place to support efficient operation of new RFID, drone and IoT technologies.
- Deploy RFID to increase accuracy of inventory tracking.



Distribution is costly for retailers.

The profit margin for an apparel retailer on an in-store purchase is

32% compared with only

 **23%**

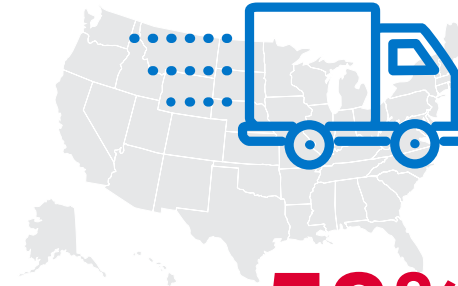
profit margin on items ordered online and picked up in-store.



SUPPLY CHAIN CONNECTIVITY

- Make sure your store inventory is always correct. A well connected fulfillment-to-storefront visibility program will ensure you're always prepared to meet customer demands. Use tracking technologies to keep the process seamless and optimized.
- Ensure your fulfillment center is equipped with the latest technology like RFID to automate processes like inventory management, shipping check in/out and order fulfillment.

85% of best-in-class companies can see the status of their in-transit shipments,



while only **58%** of all other companies have that ability.



TRUSTED PARTNER



80%

of retailers rely on some
amount of outsourcing
FOR COMPLETION OF TASKS
AND PROJECT WORK
and to augment staff that support
mounting responsibilities.

- Scale your IT department with outsourced resources.
- Ensure you have access to a real-time comprehensive log of your technology assets, their condition, age, operating system and location for easy repair, replacement and reuse that saves you money.



GET TO KNOW TELAID

If you need a partner who can help you deploy critical technologies in an efficient, expedient and cost-effective way, contact TELAID today. We have helped 8 of the top 10 retailers deploy complex, multi-site solutions, all while reducing time, task, cost and risk.

Contact us today to ensure you're prepared for the holiday shopping rush!

There is no substitute for experience – **we have more than 35 years of it!**

Approximately 200,000 technology devices are processed and shipped through our Technology Solution Center (TSC) each year.

Telaid's TSC can handle nearly 800 devices concurrently for configuration, ensuring efficiency and speed.

98.8% on time delivery of projects.

4 locations for full, national coverage.

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