



Authorised  
Enterprise Reseller



Computacenter

TODAY'S TECHNOLOGY,  
TOMORROW'S INSIGHT.

# DRIVING OMNI-CHANNEL ENVIRONMENTS WITH iPad

THE TRADITIONAL HIGH STREET  
IS EVOLVING...

ON ONE SIDE  
**PHYSICAL  
SPACE**  
REMAINS

ON THE OTHER  
SIDE IS THE  
**VIRTUAL  
WORLD**  
OF ON-LINE SHOPPING

CUSTOMERS ARE  
CONSTANTLY  
CROSSING FROM



**THE PHYSICAL  
TO ON-LINE  
INTERACTION**  
(AND BACK AGAIN)

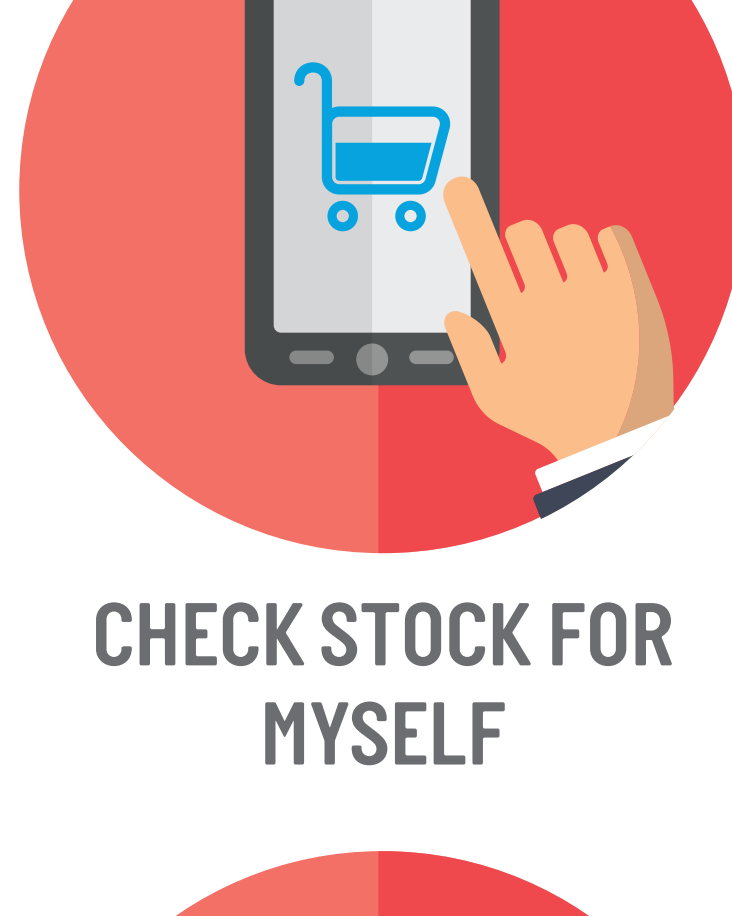
THEY ALL WANT THE RETAIL EXPERIENCE THAT  
BEST FITS WITH THEIR LIFESTYLE,  
**DRIVING OMNI-CHANNEL  
ENVIRONMENTS.**

**TODAY'S CUSTOMERS ARE  
NCREASINGLY DEMANDING**

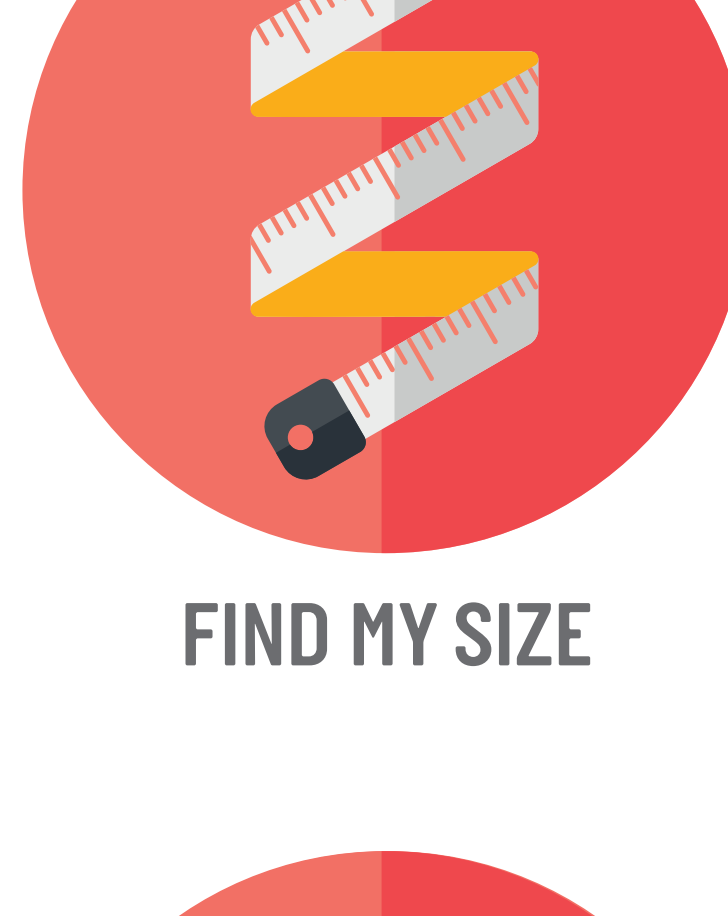
I WANT TO:-



DO RESEARCH AT  
HOME FIRST



CHECK STOCK FOR  
MYSELF



FIND MY SIZE



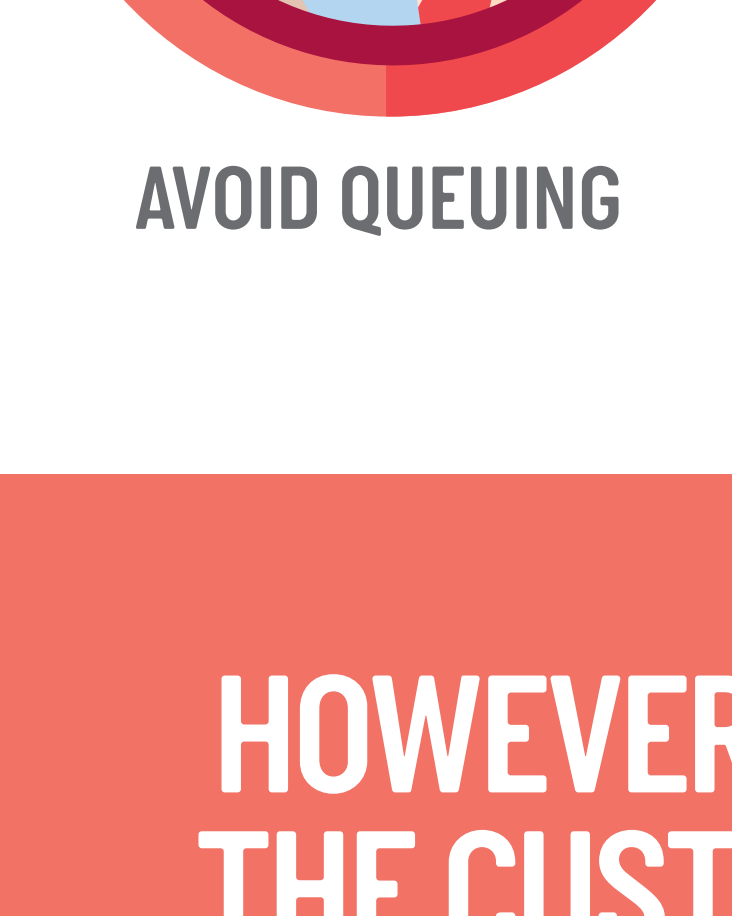
RECEIVE PERSONAL  
OFFERS



FIND MY WAY ROUND  
THE STORE



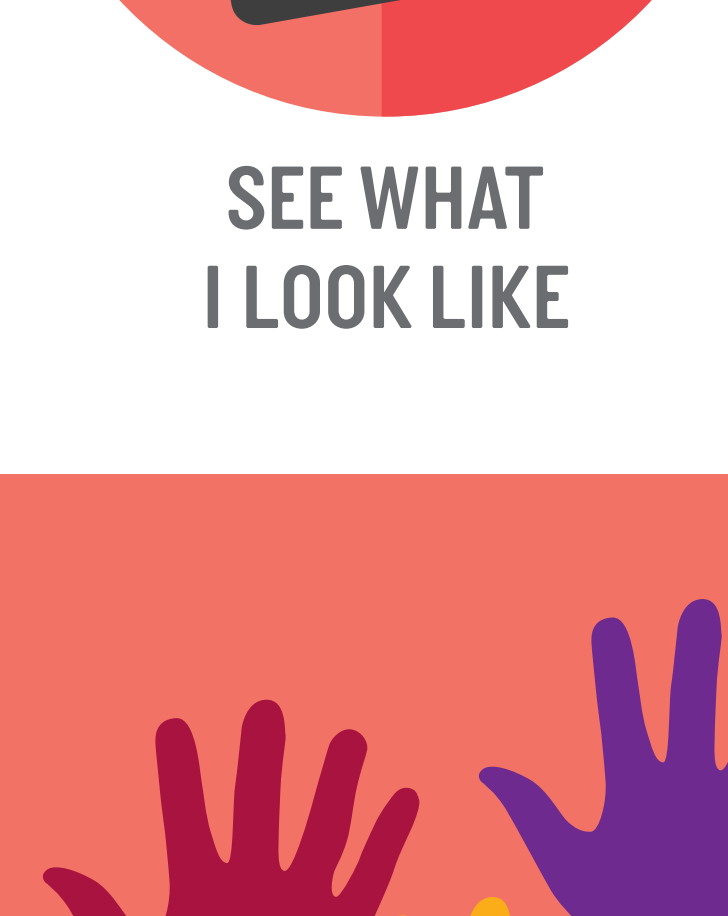
PERSONALISE MY  
PRODUCTS



AVOID QUEUING

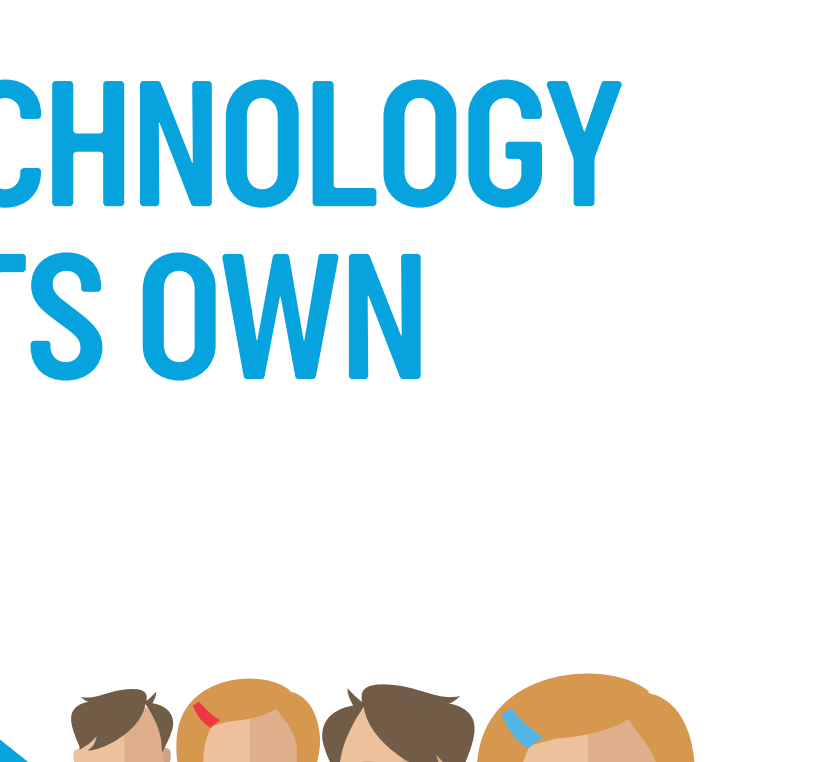


COMPARE  
PRODUCTS



SEE WHAT  
I LOOK LIKE

**HOWEVER TECH-SAVVY  
THE CUSTOMER IS THEY  
STILL WANT TO BE TREATED  
AS AN INDIVIDUAL**



**THIS IS WHERE APPLE TECHNOLOGY  
REALLY COMES INTO ITS OWN**



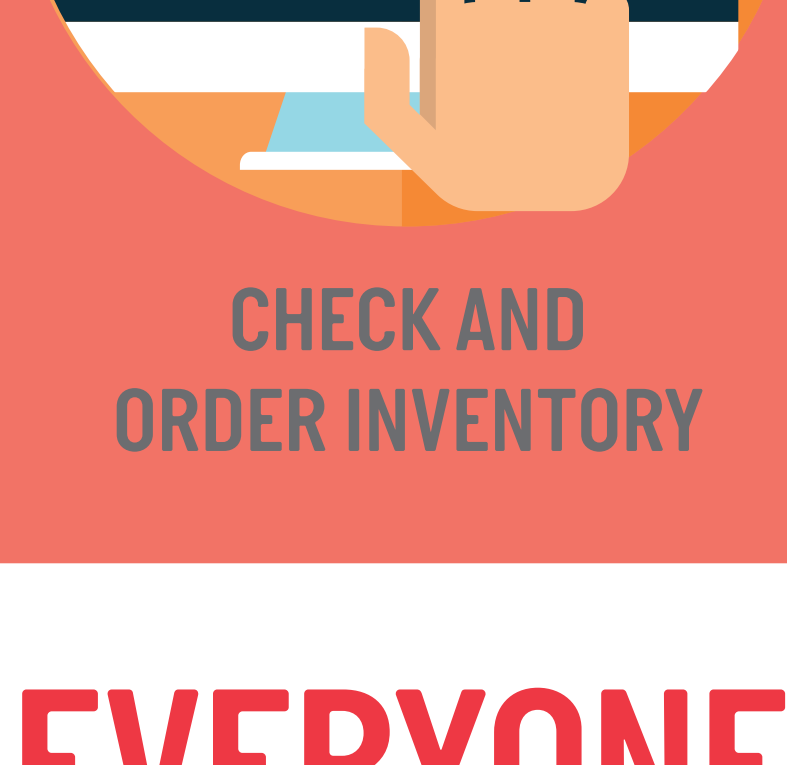
**BUT IT DOESN'T STOP THERE  
THROUGH THE USE OF LOB APPS  
THE DEVICE CAN...**



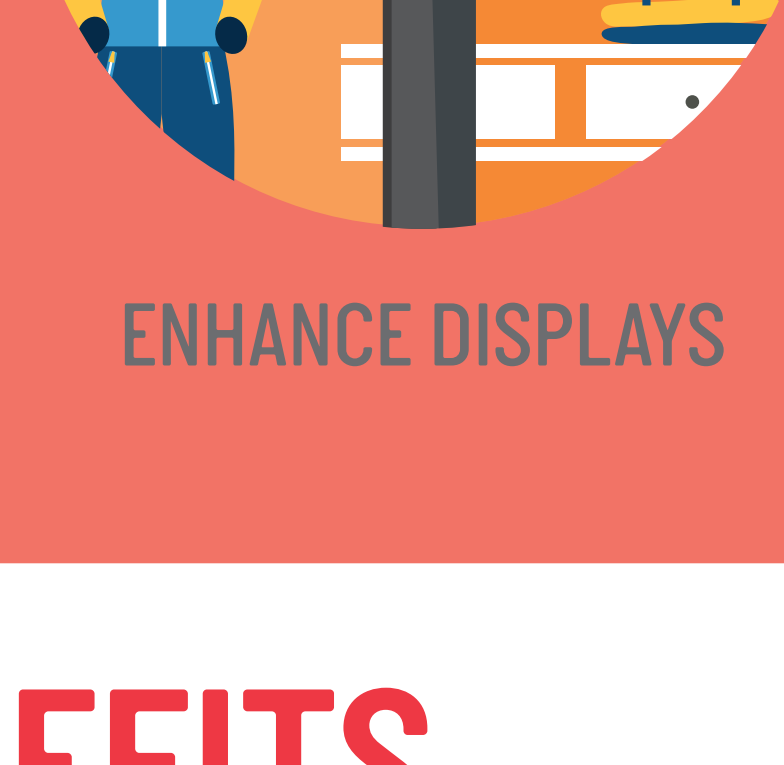
HELP MERCHANTISERS  
ENSURE CONSISTENT  
OUTLET LAYOUTS



PROVIDE PRODUCT  
INFORMATION IN SITU



CHECK AND  
ORDER INVENTORY



ENHANCE DISPLAYS

**SO EVERYONE BENEFITS**

## BUSINESS

- WE CAN ENABLE OUR USERS
- OUR STORES ARE GREAT ENVIRONMENTS
- WE CAN GIVE A GREAT RETAIL EXPERIENCE
- WE CAN MAXIMISE THE BENEFITS OF OMNI-CHANNEL

## EMPLOYEE

- I CAN GIVE GREAT CUSTOMER SERVICE
- I CAN HELP MORE CUSTOMERS
- IT'S TECHNOLOGY I UNDERSTAND

## AND MOST IMPORTANTLY THE CUSTOMERS

- I CAN SHOP HOW I CHOSE
- THE CUSTOMER SERVICE IS EXCELLENT
- I DON'T HAVE TO QUEUE

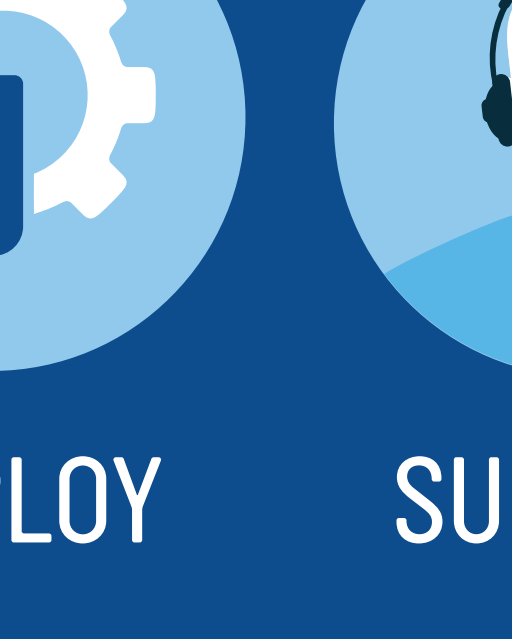
## IT

- OUR BRANCH IT IS VERSATILE
- OUR SYSTEMS ARE SECURE

**COMPUTACENTER CAN**



ADVISE



PROVISION



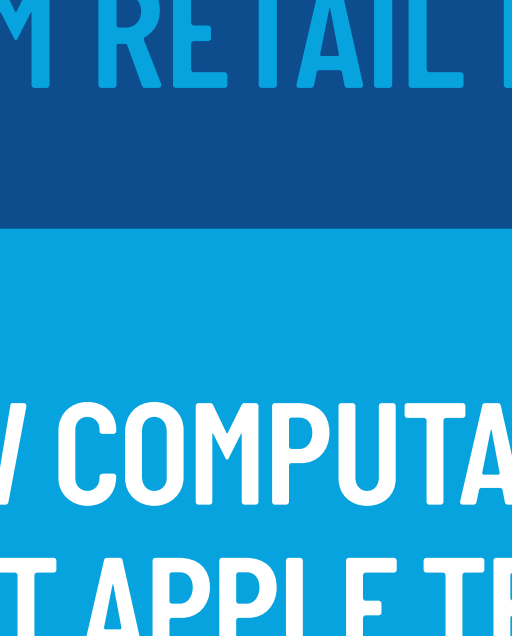
ENROL



INTEGRATE



DEPLOY



SUPPORT



MANAGE

**ALL APPLE TECHNOLOGY TO  
TRANSFORM RETAIL EXPERIENCES**

TO DISCOVER HOW COMPUTACENTER  
CAN HELP YOU PUT APPLE TECHNOLOGY  
TO WORK PLEASE CONTACT YOU COMPUTACENTER  
ACCOUNT MANAGER

CONTACT US ON 01707 631 000 OR VISIT  
[WWW.COMPUTACENTER.COM](http://WWW.COMPUTACENTER.COM)



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