

Zones puts mobile POS in stores nationwide

A well-known national department store retailer was searching for ways to use new mobile technology to enhance customer shopping experiences. The store is known for its legendary customer support. The company's executive was certain that more efficient point of sale tools would improve service levels and empower customers to shop for merchandise in new and fun ways.

The project

A national department store retailer contacted Zones searching for more innovative ways to use technology on its sales floors.

Through the discovery process, Apple® devices were identified as an ideal candidate for an innovative point of sale system.

The recommendation was to equip sales personnel with handhelds on the sales floor. This would allow staff to interact with customers, answer questions, check stock, and close sales—in individual departments, by product displays, or even in the aisles.

Zones engaged its Apple channel representative to craft the comprehensive solution consisting of both technology and services. Zones certified and trained technicians at its Chicago configuration center would fulfill the staging and imaging services required to successfully complete the project.

As an authorized Apple solution provider, Zones was able to offer a complete POS mobile solution and services that competitors couldn't touch—resulting in an order of more than five thousand units of the Apple devices. The configuration also included sled attachments and bar code readers to accommodate credit card transactions.

A successful solution

Zones delivered an innovative POS system that accommodates both the business side of retail and what consumers care a great deal about, the shopping experience.

When the Apple mobile devices act as POS systems, they provide a variety of capabilities:

- Accepts credit card payments through a sled attachment
- Acts as a barcode reader for salespeople to check on product availability
- Gives consumers access to additional information and product selection
- Produces digital receipts delivered to consumers via email
- Ties back into back-end inventory and accounting management systems

Client:

National retailer headquartered in the Pacific Northwest

IT Project:

Deploy mobile devices to enhance the shopping experiences of customers

Zones Solution:

- Procurement, staging and imaging of Apple devices to support POS activities
- Configuration of Apple devices including sled attachments and bar code readers
- Negotiated fulfillment commitments through Apple

Results:

- Reduced transaction time through point of product sales and shorter register lines
- Enhanced brand perception through customer interaction with technology innovation



Authorized Reseller

Zones brings Mac to business

Zones will duplicate the success of this mobile POS solution for any size department store retailer or businesses in other industries that can benefit from the latest mobile device technology.

Zones services delivery process follows IT industry best practices methodology. Zones works collaboratively with clients to apply business insights to complex business challenges and develop innovative, cost-effective solutions. A dedicated Zones account executive is every businesses gateway to Apple in-house specialists, Mac technical resources, and Apple certified IT services.

Trust Zones for IT solutions that sustain a flexible, efficient, and connected business.

Make Zones your technology partner. Visit www.zones.com or call 1.888.301.8629

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