

Advanced POS Streamlined Operations



Modernizing Retail with Advanced POS and Self-Healing Charge Carts

A top-brand nationwide retailer with over 2,500 corporate owned stores wanted to remove cash registers to open floorspace and modernize their presence while streamlining operational workflows. Store processes like POS and clock-in/out ran on disparate systems. Also, training, daily promo updates, and company information appeared on various systems or on physical bulletin boards scattered around the stores. Along with Apple and several other partners, Zones delivered a comprehensive store modernization solution.

-  Streamlined operational workflow with a modernized open up floor layout
-  Zones provisioning of devices and operational workflow with content
-  Reduced IT costs by \$1 million and helpdesk tickets by 80%

Challenge

- Modernize and open up floor layout.
- Streamline operational workflow.
- Eliminate expensive, footprint intensive traditional POS.
- Deliver all content to one mobile device.
- Reduce onsite visits to update or reset devices.

Solution

- Operational workflow and content consolidated onto iPad minis.
- SaaS content delivery platform from Bigtincan.
- Deployed innovative smart carts for iPad charging, updates and self-healing.
- Zones provisioning of devices and hardware.

Results

- Modernized brand image.
- Reduced annual outsourced IT costs by over \$1 million.
- Reduced helpdesk tickets by over 80%.
- Achieved 90% mobile utilization.

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The Challenge

A national retailer wanted to reduce costs, modernize its store experience and simplify processes. To recover valuable retail floorspace, they wanted to eliminate traditional registers and their queues. Many tasks and processes like employee communications, daily promos, task management, training and timeclock were inefficiently scattered between the front and the back of store.

Operational workflows and the “day in the life” of a typical employee can be mapped with the Zones Retail Assessment. Distributing thousands of mobile devices along with their charge/update/recovery carts nationwide would require the coordination of procurement, provisioning and scheduled deployments.

The Solution

All operational workflow including POS, tasks, and training for sales associates was consolidated onto one device. The solution set consisted of iPads, a SaaS content delivery platform, MDM and intelligent, purpose-built device carts placed in the back of store.

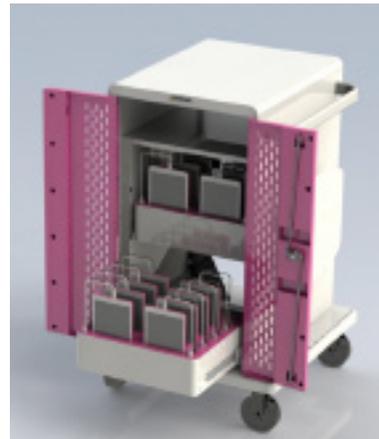
Device charging, update, and self-healing were solved by providing each store with an intelligent mobile cart that can accommodate 16 iPad minis. A simple green light indicates that an iPad is ready for use. If a device fails, the sales associate simply takes it to the cart, plugs it in and grabs a greenlit iPad from the cart. Zones assembled and tested all intelligent carts in its integration centers before delivering them to stores nationwide.

As an Apple Corporate Reseller, Zones was able to offer a comprehensive advanced POS solution with services that competitors couldn't match, resulting in a timely and efficient rollout of thousands of Apple devices.

The Results

Now when employees get to work, they grab an iPad mini, clock in, review any daily promotions, and start any manager-assigned tasks. Training, alerts, and employee communications are consolidated onto the iPads with the Bigtincan SaaS content delivery platform. It ensures that content is rendered in an appealing manner. This accounts for the rapid rise in mobile utilization to over 90%.

- Sales associates can manage any type of customer transaction including account changes, back-end inventory, and credit/debit card payments on an iPad.
- Sustain customer interaction while maintaining access to systems and information from any place on the retail floor.
- Produce printed and digital receipts sent to customers by e-mail.
- Enabled a clean, open, modern-looking retail space.
- Significantly reduced both outsourced IT costs and helpdesk tickets.
- Increased customer and employee satisfaction.



Self-Healing Charge Cart

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