

Retail Point of Sale



Putting Mobile POS in Retail Stores Nationwide

With a long-standing reputation for excellent service, a national retailer intended to use mobile technology to further enhance customer experiences. Getting sales staff out from behind stationary registers would boost customer interactions, speed-up transactions, and bring new capabilities to the sales floor. During the project discovery process, Apple® devices stood out. To get the devices delivered to stores nationwide, Zones negotiated fulfillment guidelines with Apple, acquired POS equipment, completed configurations, and handled staging and imaging of devices.



Deliver devices to retail locations and configure mobile devices with POS functionality



Device configuration and negotiation of fulfillment fidelity with Apple



Enhanced brand perception and reduced transaction time.



Challenge

- Reduce check out wait times.
- Give customers fast and easy ways to shop.
- Configure mobile devices with POS functionality.
- Deliver devices to retail locations nationwide on a pre-set schedule.



Solution

- Procurement and staging of devices.
- Device configuration including sled attachments and bar code readers.
- Mobile device management and application configuration and installation services.
- Negotiation of fulfillment commitments with Apple.



Results

- Reduced transaction time and shorter register lines.
- New sales floor services such as checking product inventory.
- Enhanced brand perception through customer interaction with technology innovation.

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The Challenge

A national department store chain contacted us to search out ways to use technology on its sales floors. They wanted to reduce long lines at registers and give staff access to more interactive sales tools.

Through the discovery process, Apple® devices were identified as an ideal candidate to mobilize POS transactions. Distributing thousands of handheld devices nationwide would require the coordination of procurement, configuration and imaging services, and scheduled deployments.

The Solution

When proof of concept and testing were finished, we procured devices by engaging our Apple representative. The certified and trained technicians at our Chicago and Kent integration and logistics centers coordinated and completed wireless configuration, mobile device management installation, and application installation and configuration. Services included adding sled attachments and bar code readers so devices can execute credit/debit card transactions.

Our logistics and shipping team coordinated custom kitting that included devices and accessories as well as documentation and deployment instructions, and distributed the kitted items to retail locations nationwide.

As an Apple Corporate Reseller, we were able to offer a complete POS mobile solution and services that competitors couldn't match – resulting in timely and efficient rollout of more than 6,000 Apple devices.

The Results

We delivered an innovative POS system that processes transactions and provides what consumers care a great deal about: the shopping experience.

When functioning as POS systems, Apple mobile devices can:

- Accept credit/debit card payments through a sled attachment
- Act as a bar code reader for salespeople to check on product availability
- Give shoppers access to additional product information and selection
- Produce digital receipts delivered to buyers via email
- Integrate with back-end inventory and accounting systems

With the mobile POS devices, staff can increase customer interactions, answer questions, check stock, and close sales – in individual departments, by product displays, or even in the aisles. By acting on their instincts to bring mobile POS to their stores, the retailer is enhancing the tech-savvy customers' perception of their services and brand.

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