

# Retail Industry



## DIGITAL TRANSFORMATION SOLUTIONS FOR RETAIL

We at Acadia Technology Group understand how digital transformation affects the retail industry. The possibilities are endless with options in wireless technology offering greater insights into customer behavior. With our insights into network infrastructure and wireless technology, we help enable retail establishments to:

- Win customers with enhanced relevance of on-site offers
- Create an omnichannel experience, capturing sales at stores and online
- Gain insights into customer behavior through real-time analytics
- Build customer loyalty with ongoing, relevant communications based on the history of customer actions



## ADVANTAGES OF MOBILITY AND WIRELESS TECHNOLOGY IN RETAIL

Wireless technology revolutionizes the way retail establishments interact with customers and how they collect and protect customer data. This provides accurate views of preferences, dwell times, resource allocation, and specific information that allows retailers to make strategic decisions that grow their businesses. This gives savvy retailers an advantage of less agile competitors that may still lag behind in their digital transformations.

Mobility and wireless technology open up a world of options for retailers including:



### Make Meaningful Decisions About Retail Marketing Campaigns

Retailers with multiple locations can run regional marketing campaigns and view how marketing impacts dwell times and mobile website traffic, along with redemption of mobile coupons.



### Pinpoint Bottlenecks in the Customer Buying Process

Wi-Fi analytics give retailers the chance to pinpoint the location of shoppers and realize when they may be running into challenges in certain parts of a store. This gives associates the chance to intervene and possibly save or increase a sale.



### Boost Associate Productivity

With mobility and wireless technology, retailers have the opportunity to predict store traffic patterns better, and re-configure staff schedules to best serve customers during high-volume time periods.



### Facilitate Sales Across Channels: Online and In-Store

With powerful Wi-Fi, retailers can facilitate a seamless sales process no matter where it originates, either online or in-store. If a customer enters an establishment after they've initiated a purchase online, insights from Wi-Fi will help associates identify and assist that customer.



### Deploy Customized Marketing Initiatives

Deliver the most relevant offers based on the customer's proximity to key merchandise. Offering secure Wi-Fi access in-store lets you deploy, test, and manage location-based, in-store discounts and special offers to increase sales.



### Reduce Costs While Allocating the Most-Needed Resources

Bluetooth Beacon Virtualization allows retailers to allocate wireless resources in the area of stores where there's most demand. This helps reduce costs and improves management of the mobility technology for retail.

## Efficient Store Infrastructure Management

Using a powerful digital infrastructure and the latest in mobility and wireless technology, retailers now have the opportunity to revitalize the shopping experience, showing they truly understand customer needs. We partner with retailers to deploy the technological environment necessary to create these profitable retail experiences.

As a trusted Cisco partner, we're experienced in designing and implementing customized retail solutions leveraging the latest in Cisco retail infrastructure technology, such as Digital Network Architecture (DNA). These capabilities in this technology allows retailers to:

- Deliver services faster and at a lower cost using Virtualization
- Keep customer and store data safe using world-class Security and Compliance technology
- Save time and reduce complexity of rolling out digital initiatives using Automation and Assurance
- Provide personalized retail experiences by leveraging analytics and digital insights

