



# GUIDE TO MOBILE RETAIL TECHNOLOGY

Mobile technology is already widely used in retail environments... by customers.

75% of customers bring mobile devices into stores and have already researched products online<sup>1</sup>



90% of marketing leaders expect by 2017, the way retailers handle customer interactions will be a primary differentiator<sup>2</sup>



See how mobile technology enhances retail environments - and promotes more profitable sales!

## Tablets and Smartphones



By 2017, mobile point-of-sale terminals are projected to reach 46% market penetration.<sup>3</sup>

### Applications:



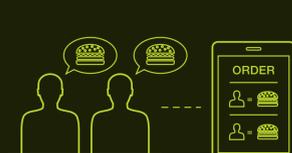
Set up points-of-sale throughout stores



Access inventory information from anywhere



Enable mobile sales for microbusinesses



Provide table-side and table-top ordering for customers

### Benefits:

- Quick, on-the-spot check out
- Real-time inventory checks
- In-store ordering
- Secure transactions for self-employed retailers
- More efficient dining experiences

## Digital Displays



Nearly 1 in 5 of those who have seen an ad via digital signage have *made an unplanned purchase* after seeing an item featured on a screen.<sup>4</sup>

### Applications:



Enable in-store ordering from interactive touchscreens



Present dynamic and timely promotional content



Stream performances in theatre lobbies, stadiums, arenas, etc.



Digitize menu boards to highlight daily specials

### Benefits:

- Customer engagement
- Consistent visual experience from web to store
- Sale/product promotion
- Easy real-time updates
- Lower printing costs

## Document Management and Multifunction Printers

### Applications:



Monitor sales, inventory and human resources from anywhere



Digitize, transmit and safeguard printed records and receipts



Produce promotional materials on-site



Print receipts and customized brochures

### Benefits:

- More manager time on the sales floor
- Protected and organized customer information
- Up-to-date and on-brand advertising, promotions and tags

## Samsung Knows Retail

Samsung Business empowers IT pros to reach new levels of customer engagement in retail environments with a diverse portfolio of endpoint devices, from Samsung Galaxy tablets and smartphones secured by Samsung KNOX™ technology<sup>5</sup>, to digital signage, to multifunction printers and beyond.

What can Samsung Business do for *your* retail environment?

[Download the eBook](#)

Twitter: [@SamsungBizUSA](#)  
 Blog: [insights.samsung.com](#)



Footnotes: 1. "75% of store shoppers use their mobile devices in-store," *Internet Retailer*, April 2015. <https://www.internetretailer.com/2015/04/09/75-store-shoppers-use-their-mobile-devices-store>

2. "Key trends for retail technology in 2015: the rise of hyper-personalization," *techradar.pro*, January 2015. <http://www.techradar.com/us/news/world-of-tech/key-trends-for-retail-technology-in-2015-the-rise-of-hyperpersonalisation-1281156>

3. "Mobile Point of Sale Projected to Reach 46% Market Share in 2017," *PaymentsSource*, November 25, 2013. <http://www.paymentsource.com/news/technology/mobile-point-of-sale-projected-to-reach-46-percent-market-share-in-2017-3016146-1.html>

4. In a study conducted by SignAd Network. Kisha Wilson, "Digital signage for wayfinding on the rise," *Digital Signage Today*, July 28, 2015. <http://www.digitalsignagetoday.com/blogs/digital-signage-for-wayfinding-on-the-rise/>

5. KNOX Workspace and other KNOX features may require additional licensing fee.