HELPING RETAILERS EVOLVE WITH STORE-IN-A-BOX

The retail environment is going through a period of unprecedented change. Physical stores are closing in many areas as the transition towards online retail continues. However, 'bricks-and-mortar' premises remain a key pillar of many retailers' strategy.

As retailers evolve their offerings in line with the shift to digital, the use case for the physical store is also evolving. Whether these changes are in line with what is increasingly known as 'retailtainment', or in adapting the stores to provide new services such as Click & Collect and returns to support their online experience, the store remains a key part of the customer journey.

In the face of a dynamic market, retailers need a level of agility in the management of their physical real estate. Avoiding being locked into long-term leases in high value premises or undertaking significant investment in the in-store configuration are key approaches that enable retailers to react as the needs of their business and the preferences of their consumers continue to change.

The ability to stand up, change, or decommission physical locations quickly and efficiently with cost certainty is crucial to support the speed of change required in retail. Computacenter can help retailers overcome the challenge of managing change and ensuring store locations provide the best customer experience.

286,000+
products shipped to retail customers
(inc PEDs / End-User Devices / Desktops & Laptops / Hand-Held Terminals / Tills / Access Points)

47,500
physical stores supported

Trading relationship with
TOP 10
UK retailers

25+
year's retail experience

THE CHALLENGE OF BRICKS-AND-MORTAR RETAIL

There are several challenges relating to bricks-and-mortar retail at the current time:

- Consumer preferences are changing dramatically. Rapid growth in online retailing is leaving many retailers with committed investment in physical buildings and long-term leases from which they cannot immediately release themselves

- Whilst some retailers may be enjoying a positive performance, the sector is challenged, and the traditional high street is no longer the 'go-to' destination for many consumers

- The rate of change in technology is significant. Regular upgrades and refreshes are required to stay current and provide the most engaging consumer experiences

- Retailers are constantly trying to manage their cost base. Margin challenges in product lines or incremental costs for developing online retail offerings limits retailers' ability to invest in physical stores

- Configuration and reconfiguration of physical stores has typically been a complex and onerous task that can have a significant impact on revenues if the store is closed for maintenance or refurbishment

DELIVERING INNOVATIVE RETAIL SOLUTIONS AND SERVICES

Computacenter can provide a holistic service to help retailers deploy, implement and manage their technology solutions to support their retail operations. Our Store-in-a-Box offering includes:

BRICKS-AND-MORTAR STORES

1 CORE INFRASTRUCTURE

- Provision of structured cabling and core networking (LAN and WIFI) to support the connectivity of technology devices within the store
- CCTV and surveillance systems used to support store security and safety
- Software-defined Wide Area Network (SD-WAN) solutions enable performant interconnection of sites via the public internet with enterprise grade performance and security
- Deployment and installation of local computing infrastructure (e.g. servers and storage) to support local processing of Point of Sale (PoS) and other computing devices ensures the store can operate as a stand-alone

2 COLLEAGUE TECHNOLOGY

- Provision and deployment of mobile devices, tablets, traditional laptop/desktop, and printer technology enables in-store and mobile users to perform their roles, transact with customers and provide optimal customer service

3 POS TECHNOLOGY

- Providing POS technology in both fixed and mobile configurations to enable retailers to transact with customers

POP-UP STORES

1 PACKAGED SOLUTIONS FOR BESPOKE REQUIREMENTS

- In addition to catering for the full-scale store, Computacenter also provide packaged solutions to cater for bespoke store needs, for example, pop-up retail stores.
- These can be preconfigured for rapid deployment and implementation, operating in a stand-alone manner giving maximum flexibility to retailers to engage with consumers

SUPPORT SERVICES

LIFECYCLE & CIRCULAR SERVICES
Complete lifecycle services for all technology and solutions deployed ensures maximum return on investment (ROI) and adherence to environmental and sustainability agendas as technology is replaced

VALUE-ADDED & MANAGED SERVICES
A wide range of services from optimised technology sourcing, implementation and configuration, through to ongoing support and managed services for a broad array of technical and non-technical devices

USER SUPPORT SERVICES
Designated retailer service desk and contact center solutions to support retail staff

FINANCIAL AND COMMERCIAL SERVICES
Flexible commercial models to enable the complete retail solution either as an upfront CapEx investment, or on an 'as-a-service' basis to support the desired agility and flexibility

TECHNOLOGIES SUPPORTED

Computacenter's Store-in-a-Box offering allows for the deployment of all technologies needed to make a location quickly operational, including:

- Mobile devices and apps
- POS devices
- Servers
- Kiosks
- Laptops, desktops and tablets
- Digital signage
- Networks
- Cabling
- Protection equipment
- CCTV

PROUD TO SERVE SOME OF THE UK & EUROPE'S LARGEST RETAILERS

COMPUTACENTER: WHY WE ARE DIFFERENT

Computacenter has a long and established presence in the retail sector. We work with many leading retail brands to leverage technology to deliver innovative new retail experiences, as well as optimising the management and operation of in-store technology. As the UK's leading VAR and one of the largest IT organisations in Europe, we have an extensive track record of helping our customers achieve commercial optimisations, and comprehensive services that can support their technology purchasing requirements.

Our credentials include:

- A strong heritage in retail, providing end-to-end solutions to some of the UK and Europe's largest retail organisations

- We are the UK's largest IT reseller with strong relationships among the broadest array of vendors to help optimise your commercial engagement

- Technology independent, we advise, source, implement and manage technologies from all the market leading vendors

- Our expertise across workplace, cloud, data center, networking and security, offers retailers an end-to-end customer solution

- We provide opinion and thought leadership on market trends and recommend new innovative solutions

- We offer financial solutions to support technology transformation and deployment, making us a flexible and committed partner

£5,053m	5,000	1,500	3.7m	25m
Total Revenue	engineers & technicians	consultants	users supported	products shipped annually