

RETAIL

SOLUTION OVERVIEW

Leverage mobility to win customers with Retail Solutions

Success is as much about what you do as how you use technology to do it. That means using enterprise mobility solutions to do things better. Whether it's to free store managers to manage on the go instead of behind their desks. Or control inventory by preventing shrinkage before it happens. Or give on-demand access to product and store information as they shop. Or speed customers through checkout, regardless of basket size.

The following Retail Solutions help retailers do all of these things – faster and better.

INVENTORY MANAGEMENT SOLUTIONS

Minimize losses and maximize visibility

There is nothing worse to a manager than having empty shelves or racks on the floor, with inventory in the storeroom, or worse, back at the warehouse. Mobilize inventory control with Symbol mobile computers, wireless technology and RFID, and get the ability to process orders more accurately, eliminate mispricing, and receive deliveries more accurately to reduce overall costs. Symbol products include the MC9000, M3000 and the MC1000.

MOBILE MANAGER SOLUTIONS

Mobilize store managers and increase customer focus

Free managers to work where they are most effective – by helping customers or managing issues on the store floor. Give managers Symbol mobile computers called Enterprise Digital Assistants to help productivity and sales go up and employee turnover go down. Symbol products include the MC50 and the MC70.

CUSTOMER EXPERIENCE SOLUTIONS

Empower shoppers to help themselves

Empower customers to get pricing and promotion information themselves at the shelf, with a Symbol Micro Kiosk™. Using the MK2000 or the MK1100, customers can walk up to a kiosk unit and scan price tags to verify pricing. The MK2000 has the ability to use video and VoIP for customer assistance. Customers can also check themselves out while they shop in the aisle with the Symbol Portable Shopping System. They can scan and bag their items, then pay and leave the store with no waiting in lines. Customers also get targeted electronic marketing messages as they shop saving time and money. They'll be more satisfied and may spend more.

POINT-OF-SALE SOLUTIONS

Accelerate check-outs to speed return visits

Let's face it – no one likes to wait in line. Speed checkout with Symbol's industry-leading scanning technologies signature capture and payment devices, so customers spend less time waiting, and retailers get more accurate inventory control. Point of sale scanning is both handheld scanners, hands free scanners and now imagers, which can be used to take a picture of the customer for ID cards. Hands free scanners take up less counter space, which make them especially good for drug stores and convenience stores. Mobile point of sale solutions work with any mobile computer plus a mag-stripe reader (MSR) for credit card payment. Symbol products include LS4xxx product line, LS2208, LS1208, LS9208, and the PDT 8500.

For more information on Retail Solutions and Symbol, visit www.symbol.com.