



## *Solutions for Retail*

# HELP INFORM AND ENGAGE SHOPPERS AT THE POINT OF SALE AND BEYOND.

As connected consumers embrace ever-evolving communication channels, they seek the right retailers to meet their needs in terms of price, selection and convenience. Success depends on your ability to anticipate demand and exceed shoppers' expectations.

We help you gather actionable data to quickly identify and respond to rapidly changing consumer trends. Verizon solutions streamline store operations so you can focus on giving your customers a convenient and enjoyable shopping experience that keeps them coming back.



### **Business Continuity**

Power outages. Disrupted landlines. Network failure. Downtime equals lost revenue. Verizon Business Continuity solutions offer wireless primary or backup network connectivity to keep your stores up and running, lines of communication flowing and sales climbing—even when landlines go down. So you can stock inventory, process credit card payments and access the data you need, when you need it. Without interruption.



### **Digital Signage**

You've got seconds to catch a shopper's attention. Your message—whether on a digital billboard or an in-store promotion—has to be timely and targeted to your audience. Digital Signage solutions from Verizon make it easy to display personalized offers based on a customer's preferences, location and even the time of day. Plus, real-time feedback from consumer interactions empowers you to quickly adapt and respond to evolving trends. So you don't miss a sales opportunity.



### **Automated Retail**

Shoppers are often in a hurry and don't necessarily need sales assistance. By placing self-service machines in high-traffic areas, such as airports and grocery stores, Automated Retail solutions by Verizon offer a channel for retailers to tap into hidden revenue opportunities. Automated retail systems give customers the convenience of online shopping and the immediate gratification of brick-and-mortar stores. Extend your reach and strengthen your connection with customers, while eliminating the need to staff another store location.



### **Mobile Point of Sale (POS)**

Consumers expect knowledgeable staff and fast service. It's too easy for a shopper to move on when a sales person is busy. Verizon Mobile Point-of-Sale (POS) solutions give merchants access to critical information, so they can quickly answer questions and process transactions right from the sales floor—eliminating long waits at the register. Staff can see purchase histories, check inventory and accept payments instantly, enhancing the shopping experience and the likelihood of repeat business.



### **Asset Tracking and Fleet Management**

Nothing is more frustrating to a customer than driving to a store, only to find that what she wants is out of stock. The result is often a lost sale and drop in brand loyalty. Verizon Asset Tracking and Fleet Management solutions offer real-time visibility into supply chain operations, so you know exactly where your delivery vehicles, drivers, supplies and shipments are at all times. That means streamlined operations, faster deliveries, controlled costs—and satisfied customers.

# Why VERIZON?

Verizon Wireless technology helps your business operate more efficiently and effectively. When your mobile workers are on the go, our solutions help keep them connected, sharing data and collaborating with secure, reliable technology.

Verizon Wireless draws upon these advanced technology platforms and services to provide targeted solutions for your mobile workforce.



## MOBILITY

On-the-go connectivity



## CONNECTED MACHINES

Linking people, devices and systems



## GLOBAL NETWORKS

Worldwide quality, security and reliability



## CLOUD, I.T. AND APPLICATIONS

Enterprise-class cloud and mobile applications



## SECURITY

Protecting resources while unleashing opportunity



## ADVANCED COMMUNICATIONS

Integrated rich communications and collaboration



## PROFESSIONAL AND MANAGED SERVICES

Help increasing organizational effectiveness

# 4G LTE

Verizon is America's largest and most reliable 4G LTE network.

It's also 10x faster than 3G, so you can do all the things you love—only faster. That's the power of 4G LTE.

## FOR MORE INFORMATION:



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Contact your Verizon Wireless business specialist. **800.526.3178**