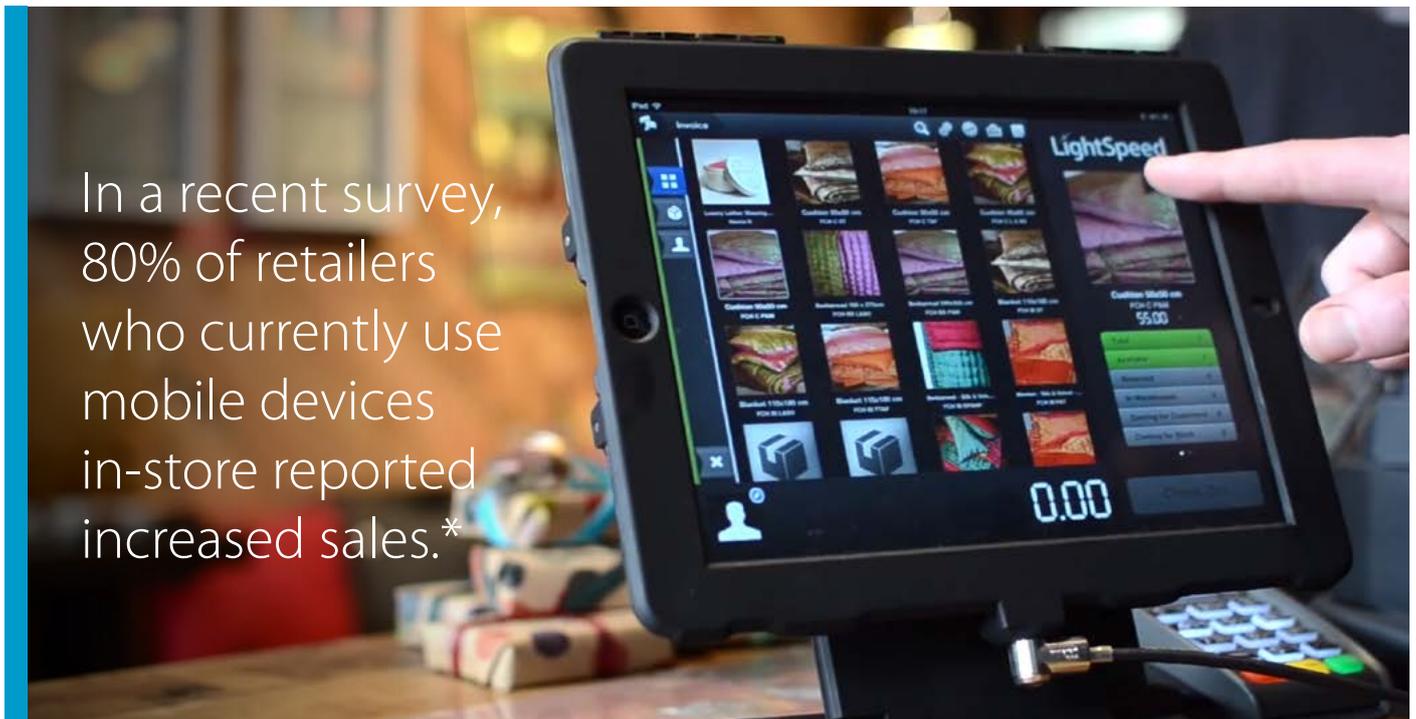




Authorised Reseller

iPad in retail

Improve customer experience, sales conversion and operational efficiency



Savvy retailers are all starting to realise that bringing mobile technology onto the shop floor is having a very real effect on sales conversion. It's also making for a better overall customer experience, as in-store, headquarters and distribution operations can all link up for improved efficiency.

Whether you have one or two boutique stores, are a national retailer with more than ten brick and mortar outlets, or are an international brand with a massive eCommerce site, going mobile can help your business achieve all those retail buzzwords that get bandied around – becoming 'omni-channel', staying 'brand-consistent'.

Inside, check out the **top benefits of iPad, bespoke apps**, plus all the services we offer to make it a reality. Being experts in all things Apple and mobility (as well as having loads of retail clients on our books, see opposite), we can help you get the most of iPad for your employees, while avoiding massive IT costs.

*Source: LightSpeed Annual Tech Forecast 2014.

Some of our happy shoppers



The company for women



NET-A-PORTER.COM



For more information, contact us on the details below.

iPad for every area of your business

How tablets can ease your retail pain points

iPad in-store

iPad will help you improve customer experience and engagement, increase in-store conversion rates and store efficiency by...

Reducing time at tills – Turn iPad into an easy to use, low maintenance till system using a hardware debit card reader, mobilise your sales assistants and give them the ability to process sales on the shop floor, even let customers purchase items and self-checkout (as seen in Apple Stores) – it all contributes to less time at tills, and fewer dropped or lost baskets. You could even send receipts out via email!

Increasing return visits and customer loyalty – Giving customers a tailored experience will make sure they keep coming back. Clever tools like iBeacons let you push out special offers notifications based on customers' location in your store. Create loyalty programmes and use social media to let customers interact with your online presence, and communicate your latest news.

Creating an engaging point of sales/kiosk system – iPad is a natural fit for a POS system and visual in-store display, being completely interactive and helping to ensure brand consistency. Engage customers with content (they can use the camera to model clothes and glasses, for example), let them browse your product catalogues and view demos right there and then. You can also use iPad to display marketing (including live-streamed content pulled in from social media) while idle, and have store managers run A/B tests to see which offer/promotion performs best.

Improving day-to-day operations – Increase your in-store efficiencies and logistics by letting warehouse managers see inventory and get up to the minute stock level details (returns, refunds and breakages info). You can even text customers accurate delivery times to stop them waiting in half the day!

iPad for headquarters

Arm your office-based team with iPad to make them more mobile and efficient. iPad will help you in...

Mobilising your workforce – Giving your teams access to their business and its functions when on the move enables them to manage anything at any time.

Improving customer interaction – Have better client meetings, using iPad for instant order processing and demonstrations of products, as well as access to company data, sales figures and more.

Being more productive and efficient – Having access to realtime business information on the fly, and communicating and collaborating with colleagues while out of the office all makes your team more efficient.

“Everybody’s keen that, as the market leader in the UK upholstery market, we continue to develop things that keep us in that position and move the market forward. If you want a device that’s intuitive to use, has got high brand awareness and needs minimal training, iPad works really well.”

Russell Harte, DFS



iPad for distribution

Increase your efficiency at headquarters, logistics level and in your warehouse by using iPad for...

Lowering costs and overheads – iPad is proven in reducing printing costs. A paperless workflow with cloud-based apps and email means far fewer printouts needed (NorthEdge Capital, for example, saved over £15,000 on printing alone by making the move to iPad). There's also the reduced overhead of desktop and laptop management.

Read more here: www.Jigsaw24.com/northedge

Increased efficiency – iPad can be used by warehouse staff to monitor logistics, delivery times, stock levels and rotation and more, which all ups your day-to-day operational efficiency.



Get app happy

To really get the most out of iPad, why not invest in a tailor made app for your company. While there are already some great apps available for iOS, having your own branded app designed specifically for you means you can:

Reduce your costs by creating something that's specific to your workflow and workforce, and therefore enables everyone to work more efficiently. Welcome Furniture, for example, **saved a massive £130,000 per year** with our bespoke app.

Read more here: www.Jigsaw24.com/welcome-furniture

Get the app you need instead of working to the limitations of generic, publicly available apps and reduce the chances of technical incompatibility between the app and your existing desktop platforms.

Increase brand awareness, ensure customer retention or increase sales by taking charge of when and how customers can access your content.

Create a consistent, branded communication platform that ensures a uniform experience for customers and staff.

Extend your product range to offer a new mobile service based on iOS technologies.

Maintain tighter technical control of the app by bringing tasks like pushing out updates, extending functionality and managing content in house (or assigning them to a trusted partner).

The b7 app...

Got a sales team who are constantly out and about? Why not try our bespoke b7 app for field sales.

It's a one of a kind sales solution that's designed to improve field operations and make your team more productive and better equipped. Available free to anyone trialling seven or more iPad, the app comes customised to your business's specifications, and gives you a unique opportunity to showcase products and services directly on iPad, while improving productivity in meetings.

- A complete sales catalogue.
- Meeting management and automated quotes.
- Reporting and auditing tools.

"Using the app and homing in on specifics, we've saved over 1% on returns for the last couple of months – we're not even using the app to its full potential yet, and that 1% saves us £130k per year."

John Peterson, Welcome Furniture.

Make your retail business more mobile friendly today.

Get in touch to find out more on **03332 409 267** or email **retail@Jigsaw24.com**

Our insanely great IT services

We don't like to blow our own trumpet but...

For over 20 years, we've worked with some of the UK's leading retailers and wholesale businesses to help them meet their individual goals. As experts in Apple, and fully accredited as an Apple Premium Service Provider, we are also able to implement and manage Apple-based solutions and environments with an in-depth knowledge of Macs and iPad. From organisations who want to change the face of retail stores by using iPad, to video workflows designed to create outstanding marketing content that grabs the attention of an audience, we've already helped facilitate the changing face of in-store and online sales, and now we want to help you.

Mac and iPad services



Mobile device and file management – Secure and manage all of your devices (with password and policy enforcement, and profile tracking), with our mobile device and file management services.



Mac integration – Make the process of integrating Macs with PCs an easier one for your IT team, with our integration experts, whether you want to run Macs in an existing Windows infrastructure or run a separate Apple server alongside it.



Mac management – Take the hassle out of managing your Mac estate. We work with leading management solutions providers to deliver Mac desktop management as a managed service.



Support – Have peace of mind over your investment. As well as providing experienced, certified engineers to deal with any software issues, hardware faults and breakages, our maintenance services are designed to help you ensure your IT setup is always one step ahead.

Creative products



Adobe – Because we're an Adobe Platinum Reseller, we can provide you with all your Creative Cloud for teams needs. From the complete collection to just the single apps.



Video – Deliver cracking content to your customers. With a background in mission-critical IT and in-house experts on video, audio, 3D, storage and AV, we can help you develop an end-to-end pipeline.



Storage – Make sure you're always backed up with internal and external hard drives, Flash drives, NAS, DAS and SSDs, and the latest Thunderbolt and USB 3.0 technology.



Wacom – Keep your team creative with the latest hardware. As a Wacom specialist, we can make sure you get exactly what you're after and even let you come and try out the top lines yourself.

Hardware and apps



App development – Increase customer loyalty and improve your own efficiency with a bespoke, branded app from our in-house app development team.



POS and digital signage – Engage customers and create a more effective retail environment with digital signage and interactive, multitouch displays.



ePOS – We can help reduce your time at till by developing a Mac and iPad-based till system, using clever ePOS solutions like LightSpeed.

Some of our insanely great retail team



Want to know more about how iPad will improve your customer experience and efficiency?

Get in touch to book a free consultation with the team:

Call **03332 409 267** or
email **retail@Jigsaw24.com**

