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## Highlights

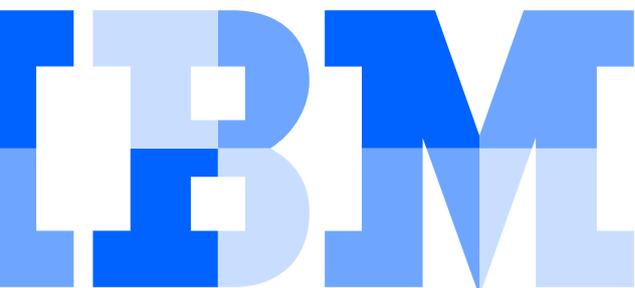
- Supports optimised store equipment availability
  - Helps reduce technical support costs using cutting-edge innovative technologies from IBM
  - Uses an as-a-service model to help optimise hardware lifecycles and address capital expenditure issues.
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# IBM Retail Technology Support Solutions

*Rethink store technology support with a holistic, wall-to-wall strategy*

Problems with IT equipment can diminish the customer experience, hurt employee satisfaction and impact inventory management. While you need to keep devices maintained and highly available, your technology mix likely requires multiple vendors for support – raising costs, increasing management headaches and further impacting availability.

IBM® Retail Technology Support Solutions is designed to maintain virtually all the devices in your store. The service helps reduce operational costs and grow your retail business by utilising strategic IBM innovations and providing maintenance and support through a single point of contact (SPoC) for multiple manufacturers' technologies. Additionally, you can choose from flexible, customisable solutions that span your multivendor store environment – from support for end-of-life traditional technology to digital and mobile devices.



### Improve the user experience with higher equipment reliability and availability

Providing a desirable shopping experience for your customers is critical and can be impacted by the reliability of your hardware. What’s the result of downtime? Is it lost shoppers, abandoned baskets, associate turnover or even negative feedback on social media? Each of these issues can damage your reputation and reduce your profitability.

Why wait for devices to fail, enduring additional downtime while your limited internal resources determine which vendor to call for support? IBM Retail Technology Support Solutions can offer a more efficient, simplified support alternative. This solution provides a SPoC to help reduce costs and complexity through centralised support. IBM specialists use optimised tools and processes to deliver a support plan tailored to your specific needs. These retail solutions professionals can:

- Manage in-store technology to deliver a more gratifying customer and associate experience
- Perform problem determination and resolution
- Develop an action plan designed to help prevent problems before they disrupt your business and reduce their impact if they do occur.

IBM can provide wall-to-wall support for your entire IT environment – regardless of age, equipment type or manufacturer. Support ranges from traditional and mobile point-of-sale (POS) devices and associated peripherals, kiosks, tablets, digital signage, printers and networking equipment, to Internet of Things (IoT) devices and more.

This one-stop offering provides remote technical support for call receipt, entitlement check, service ticket and remote fix services. IBM also provides field services with on-site repair by local technicians, preventive on-site service and on-site swap and installation capabilities. Additionally, IBM can manage parts inventory and transport to help provide speedy results.

When it comes to store technology support, retailers have two high-priority goals: to ensure optimal availability and at the lowest-possible cost. Balancing these often-conflicting needs can be an enormous challenge that involves rethinking ‘how’ store support is delivered.

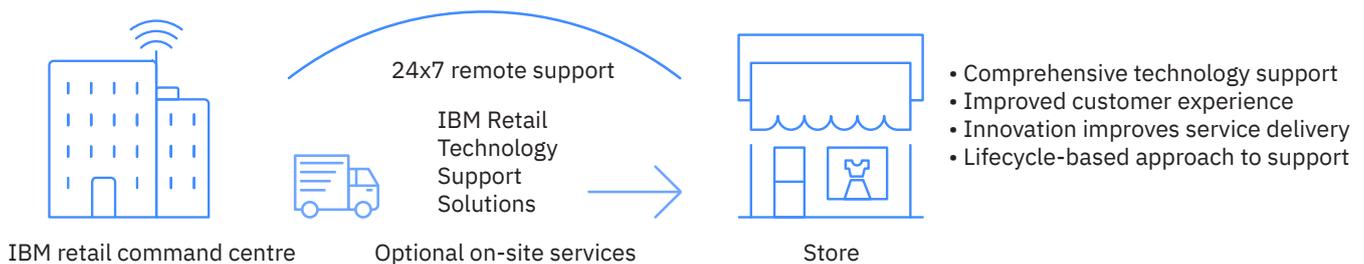


Figure 1: An example of IBM Retail Technology Support solutions features and benefits.

### Use innovative technologies to provide wall-to-wall store device support

- Increase first-time fix rates and reduce site visits: an augmented remote assist mobile app enables IBM field technicians to connect to a technical expertise platform for real-time assistance to perform complex diagnostics or repairs
- Transform scheduled preventive maintenance into intelligent, data-driven action while intercepting component degradation to prolong its lifetime: This tool is based on Watson and uses cognitive capabilities and predictive analytics to help optimise device effectiveness and efficiency
- Decrease call duration and reduce time to resolution, system downtime, on-site service calls and staffing requirements: IBM Watson Agent Assist helps IBM specialists find the answer the first time to help resolve device issues quickly
- Save time, increase efficiency and availability through smart scheduling of field technicians with Salesforce.com, a cloud-based customer relationship management (CRM) system that enables sales and support personnel to track cases more efficiently and collaborate more effectively. It helps simplify and streamline the support processes into an integrated platform for ticketing, knowledge management and Watson cognitive capabilities
- Improve IT support management visibility, availability and efficiency with the IBM Client Insights Portal, which provides a simpler, easier-to-use dashboard.

### Extend useful product life and channel savings into new technology investments

Getting the most from technology requires extending the life of existing investments and prolonging device life by extending maintenance care. That process requires knowing exactly when to repair, upgrade or replace your devices. But with multiple vendors in the mix, lifecycle maintenance (LCM) can quickly become extremely complex and take more time than you have to devote to it.

IBM's approach to LCM offers the convenience and simplicity of a single provider who can examine your enterprise and help you plan the full lifecycle of your devices.

The IBM LCM philosophy is based on the belief in an optimal lifespan for a device which, in most cases, transcends its end-of-service life date, extending the life of store equipment. This approach can significantly reduce your total cost of ownership (TCO) by tailoring hardware maintenance decisions, such as updates and part replacements, to the actual condition of your equipment — as opposed to end-of-service life dates. Using analytics and real-time performance monitoring tools, IBM specialists can advise you on which devices should remain on original equipment manufacturer (OEM) maintenance, be replaced or moved to a third-party maintenance provider. This approach helps resolve capital expenditures (CAPEX) concerns associated with digital store transformation by providing a more flexible way to deal with end-of-life equipment.

## Why IBM?

IBM Technology Support Services can provide consolidated technical support for your multivendor environment that can save you as much as 30 percent over traditional support costs.<sup>1</sup> IBM's collaborative approach gives you the flexibility to customise your support by offering a wide array of options designed to support any or all of your IT needs. Additionally, with IBM's robust global infrastructure, which offers virtually unparalleled access to parts stocking, skills, outstanding technical support and industry-leading vendor alliances, you can tap into:

- IBM's 585 parts stocking locations covering over 30,000 products and services, with worldwide distribution<sup>2</sup>
- The 1.3 million IBM and non-IBM stocked parts, with four-hour delivery for 99 percent of US customers<sup>2</sup>
- Approximately 19,000 trusted, experienced IBM technical specialists who can support more than 30,000 OEM products, each averaging 14 years of experience, with over 200 industry certifications to support your needs<sup>2</sup>
- A global presence in over 180 countries, supporting approximately 127 languages<sup>2</sup>
- One of the industry-leaders with a forward-thinking approach and extensive experience supporting its business systems
- Strong relationships and industry alliances with leading suppliers to support you as you move toward the digital store of the future
- An extensive portfolio of offerings covering software, networks and hardware
- Deep experience with a wide range of hardware from multiple manufacturers and decades of retail operations support that helps make IBM Retail Technology Support Services one of the technical support leaders
- Robust IBM capabilities that let you tailor the solution to meet your needs, while providing flexible financing options.

For more information about IBM Retail Technology Support Solutions, contact your IBM representative, or visit [ibm.com/us-en/marketplace/retail-support](https://ibm.com/us-en/marketplace/retail-support).



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1 Based on IBM-internal analysis of client data. Individual client results will vary.

2 Based on available data as of June 2018.



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