

Retail Technology Support Solutions



6950-15Z – July 2019

Overview

As new technologies emerge and consumer expectations expand, retailers must deliver superior, personalized, seamless service across all channels—on demand. This presents challenges in a price-competitive business with ongoing pressure to reduce costs.

The IBM® Retail Technology Support Solutions offer innovative, customer-centric maintenance and support with a single point of contact for technology from multiple vendors. Experienced, highly skilled IBM specialists and strong partnerships with leading suppliers can help support a retail operation cost-effectively.

Target Audience

Target Industries

- Retail (all sub-sectors)

Client Size & Characteristics

- Mid-size – Large Retailers

Typical Sponsor

- CIO, COO, IT Decision Maker/Buyer for the Store

Pain Points

- Retail industry is changing, requiring the brick and mortar to evolve and elevate their customers' experience while maintaining competitive prices.
 - High customer expectations
 - Cost pressures
 - Operational inefficiencies and expense challenges
- Industry challenges are driving retailers to Omni-channel and in-store transformation.
 - Have different devices supported by multiple providers
 - Have aging equipment

Benefits/Value Proposition

RTSS offers Retail clients several benefits, including wall-to-wall store support, the ability to provide support across multiple countries, a cost effective alternative to multiple OEM or maintainers for support, a simplified support model to address overall availability and customer experience.

- RTSS improves the **shopper's experience** by ensuring critical hardware runs at peak availability and resolving issues quickly when they occur.
- **Lower Costs.** RTSS can help retailers transform their support infrastructure to lower operational costs.
- **Simplicity** – RTSS offers a Single Point of Contact for Vendor management & contract consolidation across a broad range of store devices.
- **Innovation** - Utilizes IBM technology innovations including Augmented Reality, Cognitive Virtual Agent, and Analytics.

Key Questions:

- What is the cost when a lane is unavailable? How is customer satisfaction and experience impacted?
- Is managing multiple vendor support contracts a struggle?
- Is transforming your store IT difficult?
- Can your provider enable a total lifecycle solution without requiring capital?
- Are rising network support costs a concern?
- Are you looking for more flexible terms, SLAs, and onsite support at a competitive price?

Competitive Differentiators

- Most support providers compartmentalize support – IBM can provide support across vendors and product lifecycles.
- SPOC for all vendor contracts
- CAPEX to OPEX solutions freeing funding for transformational projects
- Innovative technologies to improve problem resolution

Average Deal Size/Pricing/Cycle Time

The average deal size varies greatly. The size can range from a customer with support on a limited amount of point-of-sale terminals, servers, printers, monitors, and others to a large enterprise client with thousands of these devices plus networking, IoT devices and self-checkout. Pricing is simple and pre-priced in the local pricing system.



Client References

rv.roinnovation.com/IBM/HomeV3.aspx

Seller Call-to-Action

Lead passing:

- OI: F2F, Digital Sales, LDRs.
- OO: F2F
- F: IBM® Global Technical Services® (GTS) services specialists

Seller action:

- Identify who in your account is concerned with the technical support of their non-IBM equipment.
- Schedule a call to discuss pain points and determine if your client is a qualified prospect for support integration from IBM. If yes, schedule a second call and invite a TSS Multivendor Services/ RTSS rep to help you explore how RTSS can help the client; define possible contract scope and initiate inventory process for pricing.
- Make Services Financing part of your IT solution strategy.

Additional Information

Get in touch with the key contacts included in the wiki below for any questions/ comments: ibm.biz/BdzmFn

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New Orchard Road
Armonk, NY 10504

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July 2019

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