

# A Technical Journey through your Favorite Retailer

## Common Technologies in Retail Stores

### 1 Retail Technology:

- P.O.S.
- scanners
- asset security (tags & towers)
- structure/low-voltage cabling

### 2 Retail Marketing:

- digital signage
- kiosks
- displays

### 3 Retail Infrastructure:

- desktop/laptop/servers
- CCTV
- networks/routers/switches
- telecom & VoIP

## Understanding the Technology Journey

### Where it Comes From:

A site survey is conducted to identify needs and architect a solution

Products are produced by either an original equipment manufacturer or in a manufacturing plant

### How it Gets There:

A project manager or distributor comes up with project requirements, such as where the products will be set-up in-store

### Where it Goes:

The product is delivered to the retailer and is installed by an employee or technician based on a statement of work (including deliverables, approval, and payment)

## Fixing Technology When it Fails

### In-House



#### Pros

- Rapid
- full lifecycle control
- environmental awareness

#### Cons

- Limited/specialized experience
- Limited availability
- Lack core competency (decreased quality)
- Increased problems and downtime
- Costs more in the long-term

### MSP (national or regional)



#### Pros

- One threat to choke
- Reliability
- Pre-existing terms and conditions and SLAs

#### Cons

- Lack of visibility, accountability and control
- Cost for project management
- You're on their schedule

### Local Experts



#### Pros

- Decreased cost
- Always available
- Experts (smart)
- Sink or swim

#### Cons

- Lack of visibility
- Lack of accountability
- Lack of control

## Risks Retailers Face When Technology Stops Working



1 Brand damage



2 Revenue damage



3 Customer loyalty

Research suggests that 1 minute of POS downtime can equal a \$4,700 loss in retailer profits.

50% of customers will not return to a store if the wait in line was longer than 5 minutes during a prior visit.

## How FIELD NATION Can Help

- To maximize technology uptime, retailers use multiple vendors or MSPs which can complicate and lengthen a process that should otherwise come from a single-sourced solution.
- Using employees to service technology provides retailers with an in-house solution, however often at the expense of increased costs, decreased scalability, and minimal downtime responsiveness.
- Retailers are now utilizing the non-employee workforce to increase access to skilled expertise, decrease overhead and long-term expenses, and establish visibility, accountability, and control.



Maximize access to qualified contractors while protecting your brand, revenue, and customer loyalty with Field Nation's nationwide coverage, full-service capabilities, and single-sourced solution.



Field Nation's SaaS ecosystem addresses the needs and business processes of today's retail industry and is the most dominant FMS platform on the planet.