

# redefining the customer experience

by adding value to IT infrastructure







# Services and solutions for the Retail industry

Adding value at the enterprise and store level

The Retail industry is fundamentally changing, fueled by new technologies, a more sophisticated consumer and a plethora of channels that extend the shopping experience well beyond the confines of the traditional retail store.

While this evolution brings great opportunity, it also presents retailers with significant challenges, from effectively managing this tsunami of technology to applying analytics to the data gathered in this new, multi-channel world.

The good news? You don't have to go it alone. At Atos, we have the resources and experience to deliver the specific types of solutions the Retail industry needs today. Our global network of data centers and customer care facilities enable us to provide systems and support anywhere in the world. Although we're a large company, we're unique because we have the capacity to scale down to the individual store level. And, because we're integrators, we have the flexibility to pick the best-of-breed products for your specific need.

As a result, we can deliver comprehensive, transformative solutions that help you lower costs, improve service and speed time-to-market, just as we have for some of the most well-recognized retailers in the world.

Our service portfolio is divided into four specific categories:

- **Innovative store solutions**
- **Enterprise infrastructure management**
- **Digital solutions**
- **Analytics.**

Each service offering solves a specific industry challenge.



## Innovative store solutions

### Retail Store Command Center

One centralized service desk and support system for all your various in-store technologies. Our goal is to bring the technology and responsive support you need, when you need it, to make people feel good about the products and services that retailers provide every day.

### Store support center

A comprehensive support center for problem management and issue resolution, as well as remote system monitoring and asset management. Features a single-number, multi-language hotline for in-store employees if any device or piece of technology malfunctions at their store.

### Store device management

Tiered management services that keep your in-store devices' operating system and application software updated, maintained and performing at optimum levels.

### Virtual test environment

A highly secure, cloud-based testing environment that enables your test labs to increase or decrease capacity as needed, in an agile, on-demand model.

### eLearning

Customized, online, self-paced training for store employees on handheld devices, scanners, new POS solutions and other technologies for more rapid adoption.

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# Creating a seamless customer experience across multiple touch-points

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Today, the way consumers research and purchase goods has dramatically changed. Product research, selection and the ultimate purchase decision could involve online channels as well as a trip to a physical store. What these savvy consumers expect is a seamless, consistent experience, no matter which touch-point they choose.

In addition to being consistent, your digital channels have to be ready anytime, anywhere your customers or sales associates need them. With our vast experience in infrastructure managed services, Atos can support the

seamless delivery of information across all of your channels to optimize performance and make sure you don't miss a potential sale or upsell opportunity. We can work with you to ensure consistency across all channels, no matter if the customer is in a store, online, on a smartphone, using social media or speaking with a contact center representative. Our digital platforms deliver reliable, scalable solutions to speed time-to-market, and ensure your company is always ready to help every customer, in every interaction, and leverage the information gleaned from these channels more quickly.







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# Enterprise infrastructure management

It's a simple fact: keeping the infrastructure that supports your business operational – from online shopping to POS systems to your inventory management system, and everything in between – is a huge job. Investing in the people, hardware and data centers needed to keep everything highly available is expensive, siphoning monies and focus away from the core business of Retail.

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At the same time, if you run your operation from various regional data centers and disparate in-store systems, there's no way to get a clear picture of your complete environment. Everything is divided into pieces and parts.

At Atos, we specialize in designing, developing and delivering flexible IT solutions, mapped to our individual clients' needs and standards. Our world-class infrastructure is supported by highly secure data centers, positioned around the world, with Enterprise Command Centers in North America, South America, Europe and Asia Pacific. Our team of professionals are dedicated to helping our Retail clients reduce costs, optimize availability and operate more efficiently in the process. Our centers have built-in redundancy, so in case of an outage, your stores and back office continue to operate with minimal, if any, interruption.

## **IT consulting services**

Help you mitigate risk and drive down costs.

## **Technology infrastructure and transformation services**

We leverage our worldwide data centers to provide mainframe and midrange server management, enterprise storage, desktop outsourcing and network services. Additionally, we offer a remote infrastructure management option, where you retain control of your IT assets, but engage us to manage that infrastructure remotely.

## **Virtualization and cloud**

Virtualization – our virtualization services enable your retail to increase bandwidth, storage and server capacity by optimizing resources within your IT infrastructure.

Enterprise cloud – our secure cloud offerings enable retailers to increase server, storage and network capacity on demand, using a web-based, self-provisioning tool that lowers costs and reduces procurement times from weeks to hours. Services can be delivered through the best combination of public and private cloud sources.

## **Digital solutions**

### **eCommerce hosting**

Securely manages and monitors your eCommerce sites to ensure availability, high performance and maximum uptime.

### **Mobile and social strategy**

Our consulting team will work with you to help develop and execute effective channel strategies.

### **Application services management**

Our end-to-end applications services include planning and solution design, development and implementation, hosting and management, and maintenance and support. We also give you the option of modernizing your legacy applications to reduce costs, as well as deploying new applications to help you better compete in an omni-channel retail environment.

### **Mobile payment solutions**

Mobile payment solutions help your sales associates bring the POS devices to your in-store customers, eliminating lines and enabling your customers to pay for their purchases anyway they want, including via the mobile wallet.

# Analytics: making sense out of mountains of data

The new, omni-channel, customer-centric world brings one huge benefit to retailers – namely, data. When harnessed and transformed into meaningful insight, retailers can more clearly understand patterns, preferences and buying habits. However, moving that mountain of structured and unstructured data from the various channels into one spot, and applying the right analytics and predictive modeling is a difficult yet critical task.

We have the analytic tools in place to enable you to aggregate the right information, apply custom algorithms and get the information you need to more accurately price product, stock inventory, choose new store locations and push the right offers to the right customers at the right time.

## **Retail video analytics platform and services**

For store video analytics in tracking customers, processes and vehicles throughout a Retail environment to optimize store operations.

## **Predictive customer journey for personalized communications in Retail**

Helps retailers better understand their consumers by developing predictive methods through analytics to enhance the customer purchase decision journey, increase retailers marketing efficiency and convert higher sales.

## **Why Atos?**

Today, the Retail industry has dramatically changed, employing new technology tools to strengthen customer engagement and employee productivity, and connect with the in-store shopper in a whole new way.

At Atos, we're dedicated to helping retailers achieve success in this new world order, leveraging our assets in combination with our years of experience working with the world's most recognized retailers.

Our mission is to help retailers improve performance and grow revenues, reduce costs and gain a competitive advantage through technology without taking their focus away from their customers. We look forward to telling you more.

**To learn more visit [atos.net](https://atos.net) or email [dialogueito@atos.net](mailto:dialogueito@atos.net)**

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# About Atos

Atos SE (Societas Europaea) is a leader in digital services with 2014 pro forma annual revenue of €11 billion and 93,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defence, Financial Services, Health, Manufacturing, Media & Utilities, Public Sector, Retail, Telecommunications and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, and Worldline.

For more information, visit: [atos.net](http://atos.net)

## For more information:

Please contact [dialogueito@atos.net](mailto:dialogueito@atos.net)