



# MANAGING MOBILITY FOR RETAIL

## MOBILITY IS CHANGING THE RETAIL LANDSCAPE

Shoppers want a high quality product at the best possible price, as soon as they can get it. They ignore the distinction between online and in-store to create the shopping experience best suited for them on an item-by-item basis. Retailers are embracing this omnichannel trend and leveraging mobile technology and the Internet of Things (IoT) throughout the entire supply chain to support it. SOTI MobiControl delivers end-to-end security and management of mobile devices and IoT endpoints across the entire supply chain. SOTI streamlines retail operations, protects regulated data, and empowers associates to keep pace with shoppers' changing demands.

### IMPROVE THE CUSTOMER EXPERIENCE

Getting customers into the store, helping them find what they want and allowing them to checkout quickly is the key to successful retail. Beacons entice shoppers into your store and help them find what they are looking for. Digital signage delivers an interactive platform that engage consumers at the point where they browse your shelves and pick their purchases. Retailers know that long lines are detrimental to the consumer's retail experience and can impact brand loyalty. Mobile technology is solving this problem, delivering fast, secure point of sale (POS) directly to the customer anywhere in the store.

### STREAMLINE OPERATIONS

Retailers are looking to do more with mobile technology and the IoT. They are equipping warehouse workers and store associates with mobile devices that include barcode scanners or RFID readers. Electronic Logging Devices (ELDs), trailer track and trace systems as well as different types of trailer sensors deliver end-to-end visibility of product wherever it may travel. Real-time knowledge of where items are located and in what quantities, allows companies to shrink their inventory and increase product velocity through the supply chain.

# WHAT CAN SOTI DO FOR RETAIL?

## MAINTAIN COMPLIANCE, SECURITY AND PRIVACY

Smartphones and tablets are being used for accepting payments in retail locations. Mobile devices used as point of sale (POS) terminals must adhere to the PCI-DSS standard to protect cardholder data to reduce credit card fraud. SOTI MobiControl helps retailers meet the requirements mandated by the PCI Mobile Payment Acceptance Security Guidelines. In addition to securing payment information, new and existing data privacy regulations such as GDPR make it mandatory to keep all customer data private.

## DEPLOY DEVICES QUICKLY

SOTI MobiControl gets mobile devices into the hands of your workers faster ensuring they are set up according to company mobility policies. It delivers express enrollment via barcode scanning or NFC 'Bump,' and also integrates with many rapid enrollment solutions, such as: Android Zero-touch enrollment, Apple DEP, Samsung KME, Windows Autopilot and Zebra StageNow.

## ELIMINATE DOWNTIME

The more mobile technology a retailer deploys, the more they depend on it to run their business. Companies need to find and fix device and app problems as quickly as possible to reduce expensive downtime. If your POS system is down, sales and customer satisfaction are going to suffer. SOTI MobiControl's remote support features (remote view/remote control, file sync and two-way chat) fix device and application problems quickly and easily from anywhere.

## MANAGE EVERYTHING

All the new endpoints, sensors and devices being deployed in-store require full lifecycle management more than ever. Retailers that have previously focused on dedicated purpose mobile devices for their supply chain will now be dealing with hundreds of new types of mobile devices and IoT endpoints. These new devices and endpoints will range from simple little motion sensors to complex systems such as drones and robots. SOTI MobiControl delivers management and security for these new mobile devices, sensors and endpoints, as well as their apps and content.



### TO LEARN MORE:

Please contact your Sales Representative: [datalogic.sales@soti.net](mailto:datalogic.sales@soti.net) or visit [soti.net/datalogic](https://soti.net/datalogic)

**SOTI**

SOTI is a proven innovator and industry leader for simplifying business mobility and IoT solutions by making them smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

**DATALOGIC**