

The SOTI logo is displayed in white, bold, sans-serif capital letters on a dark blue rectangular background. A registered trademark symbol (®) is located to the right of the 'I'.

ENTERPRISE MOBILITY MANAGEMENT

# White Paper

The background of the top half of the page is a blurred photograph of a supermarket aisle. A shopping cart is in the foreground, and the shelves on either side are filled with products, all appearing to be in motion due to a long-exposure effect.

## Redefining Mobility Management

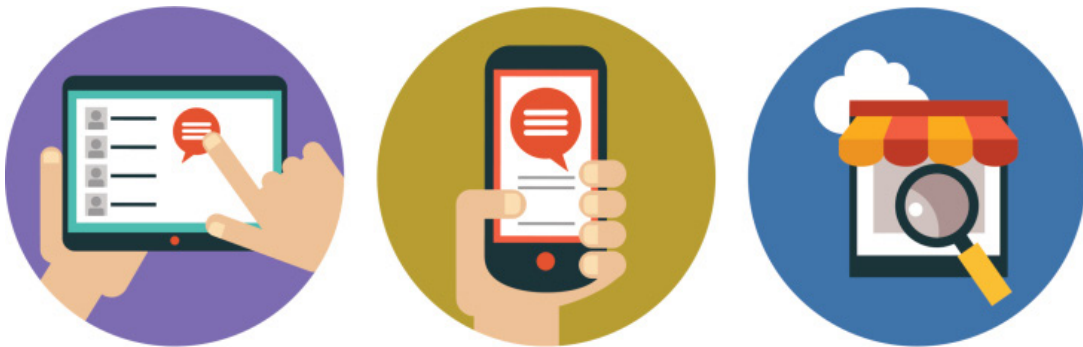
For Future-Forward Retailers

# Redefining Mobility Management for Future-Forward Retailers

Consumer behaviors are challenging and disrupting well established retail models, forcing retailers to pivot strategies to keep relevant. More consumers will be engaging retailers through multiple channels than ever before, and consumers are using new ways of transacting in increasing numbers. Consumer preferences to purchase at any time, from anywhere, from any channel are putting demands on the efficiency and capability of every retailer's IT strategy.

Future-forward retailers are expanding their use of mobile technologies across their omnichannel landscape to help realize customer expectations of speed, ease, and an enjoyable shopping experience. As e-commerce continues to grow, retailers are evolving their valuable bricks and mortar locations into experience centers where customers can immerse themselves in the brand experience and also transact in the store or online depending on their preference.

This solution brief will discuss the changing face of mobile technology in the retail environment that enables retailers to go "all in" with their omnichannel strategy. To that end, this white paper will examine how mobile technology gives future-forward retailers a strategic business advantage across their business operations and give insight into best practices for implementing enterprise mobility management across the retail value chain.



## Your supply chain is your greatest competitive advantage

Collectively, your supply chain is the key to driving the success of your omnichannel strategy - and each mobile waypoint becomes critically important to meeting the customer demands and driving brand loyalty. The retail supply chain is evolving from a center of cost savings to a strategic driver of innovation, allowing retailers to speed the cycle from product inception to availability faster than at any point in history. At every step, mobility is increasingly being used to ensure accuracy, drive efficiencies, and get products into the hands of customers no matter where they choose to transact, creating a differentiated customer experience that reinforces the customer's belief in the brand.

In an Omnichannel world, customers expect to be able to buy at any time, from any place, using any channel available to them at a specific point in time. With this ability, fulfillment accuracy and efficiency becomes the single most important factor in ensuring customers are united with their purchases in the least amount

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of time. Customers purchasing online are increasingly demanding their products to be delivered almost immediately. Same-day delivery is rising in popularity, with clicks and mortar retailers enabling customers to buy online and pick up in-store. Amazon is currently trialing same day delivery using unmanned drone aircraft and even testing same-hour delivery using bicycle couriers in New York City.

It's no secret that the retailers who are winning with their omnichannel strategies have the best supply chains. Mobile innovation is being used across the entire omnichannel landscape - from the manufacturing facility, the distribution center, across transportation and logistics, and at each waypoint en route to the local distribution center and finally to the shop floor.

## The in-store experience must be as seamless as the online experience



**Today's connected Consumers are well informed. Mobility helps retailers stay ahead of the curve.**

Mobility is helping store associates fulfill customer requests even if the product is not available in the store. As inventory is now opened up to associates at the store level, they are now a part of a mission critical business process. It's as vital to keep their mobile technology "healthy" - enabled, secured, and optimized - with the right applications and services to provide great customer service and facilitate a transaction. Retailers are experimenting with new models that allow customers to transact and return product across channels. New business processes including reserve online and pick up in store and reserve/buy in store and deliver to home are fuelling the growth of mobility solutions at bricks and mortar locations to enable associates to overcome inventory issues at the store level, increasing customer satisfaction and customer conversion and decreasing walkout rates. Customers are well informed and retailers are increasingly deploying mobile technology in the store to ensure staff are well informed on product, price, and promotions and can influence purchases by having access to real-time data. Retailers are using consumer friendly mobile technology in-store as part of Omnichannel initiatives to grow their business and increase foot traffic conversion.

## Mobility must be optimized for omnichannel success

Optimizing operations across the retail value chain is a critical step in a successful omnichannel strategy. Mobility is a key part of the optimization process and spans each waypoint along the product journey to the customer. Your mobility strategy must be closely aligned to meet the increasing demands of today's connected consumer. Omnichannel fulfillment relies upon real-time inventory visibility across the retail supply chain, from the manufacturing facility, vendor network, or warehouse straight through to the shop floor. Clear visibility into orders and demand is required across all channels to be able to meet the demands of today's connected consumer, however it's isn't the magic bullet for optimization. To truly optimize mobility for omnichannel, retailers must look at how they have deployed mobility across their entire organization, from the back end to the storefront.

### Manufacturing and Distribution

Retailers with integrated manufacturing rely on mobile devices to support critical business processes across the supply chain. Mobilizing enterprise applications across the shop floor is increasingly becoming a "must have" to capitalize on existing investments in ERP software, automate data capture, and eliminate inaccuracies caused by manual data entry. Line managers are using smartphones and tablets to access enterprise portals in real time from anywhere in the supply chain. Enterprise applications continue to be developed for use on ruggedized hardware to manage inventory and manage logistic challenges and quality issues. From the perspective of the smart retailer, manufacturing becomes a key differentiator for innovation. Mobile technologies are driving efficiencies and economies of scale that could not be possible only a few years ago, allowing companies to aggressively accelerate their global footprint without sacrificing the quality and customer service. To that end, an enterprise mobility management solution should address the need for devices to be rapidly deployed and repurposed when operations need to pivot to meet changing customer demands.



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## Transportation and Logistics

Mobile technologies are relied upon daily in transportation and logistics to keep compliant with legislation, schedule and track the delivery of goods, and ensure uninterrupted fulfillment of products to each sales channel. As a critical link in the supply chain, any interruption can have an adverse impact on service level agreements, contractual obligations, and customer expectations. Mobility is counted on to keep track of the movement of goods through this critical link in the supply chain, so an enterprise mobility management solution needs to be equipped with a strong help desk toolset to troubleshoot devices to avoid costs associated with excessive downtime and to meet established service level agreements. Many regions have specific legislation that addresses distracted driving making it critical to restrict the use of mobile devices at speed. To guarantee shipments arrive on time, geolocation and “geofencing” policies are effective tools for tracking shipments through the supply chain en route to their next destination and ensuring shipments can be course-corrected if a driver gets lost or is detoured for any reason.

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## Bricks and Mortar

Mobility is increasingly becoming an important differentiator for the customer experience in bricks and mortar locations. In order to gain a more complete picture of today’s connected consumer, smart retailers are deploying tablets for mobile POS, concierge services, and to survey customer experience and loyalty at the checkout. Mobile POS fulfills the customer’s need for quick transactions anywhere in the store without waiting in line. Retailers are seeing success with new omnichannel purchasing models, allowing customers to buy in store and receive products at home, and also enabling online purchase with the ability to pick up from a physical retail location that’s nearby. These new models are bolstering

the consumer’s faith in the brand and directly affecting the bottom line. In-store, sales associates are using mobile technologies to provide product knowledge and look up inventory anywhere in the supply chain. At each one of these waypoints, mobility is being used strategically to increase basket size, improve the customer experience, and improve foot traffic conversion in-store. At each customer touchpoint, security is more than ever before a critical requirement. As consumer devices are increasingly used in stores to facilitate transactions, retailers need to govern the use of devices in alignment with their security policy. Tablets used in kiosks and for surveys or digital displays need to be locked down to a subset of their available features in order to keep the experience controlled, secure, and manageable for IT.

## Retailers will continue to mobilize key business workflows to realize a competitive advantage.

## Corporate Office

Retailers rely heavily on mobility to increase productivity in their corporate operations. From buying to planning to merchandising, mobility enables management to make informed decisions quickly, with IT being assured of security and compliance. Consumer smartphone and tablet technology has been widely deployed in the corporate headquarters of retailers large and small to increase employee engagement and productivity and mobilize key business workflows across human resources, R&D, marketing, planning, and in the C-suite. Retailers will continue to mobilize key business workflows to realize a competitive advantage, allowing them to compete more effectively and grow their bottom line. A variety of mobile deployment models have emerged over the last several years to meet the increasing demand for the latest consumer technology to be used in the enterprise. An enterprise mobility management solution needs to address the wide ranging policies required to manage corporate-owned and employee owned devices simultaneously, while respecting the unique security and privacy requirements of each model.

## Bringing it all together

Mobility is a critical business enabler and a driver of future growth and competitive differentiation among today's leading retailers. With the rise of omnichannel retailing and the shift in IT priorities to support it, mobility needs to be addressed strategically as it evolves into the nerve center of a large, heterogenous and distributed IT infrastructure. During the alignment of IT strategy with omnichannel business goals, opportunities emerge for mobility to drive differentiation and competitive advantage across operations and in front of the customer.

### Unity of technology is key across channels

Not long ago, customer data was siloed across channels. Telephone orders were managed in the call center, e-commerce was managed by a separate system, and legacy POS data was housed separately. Likewise, mobile devices used in operations, in-store, and at corporate HQ were often managed by different systems, no single view of assets in use across operations. To support a seamless experience for your customer, you must unify data across your supply mobile, and across your mobile landscape, to be effective. Much like a single pane of glass for inventory, ERP and ordering, an Enterprise Mobility Management solution enables and supports critical business processes from the manufacturing floor to the storefront.

### IT support for mobile is more important than ever before

Your enterprise mobility strategy no longer lives in a silo - it's now deeply embedded into the key business processes driving your omnichannel strategy, including manufacturing, logistics, merchandising, fulfillment, e-commerce, and point of sale.

While mobile devices increasingly play a larger role in your mission critical business operations, it's vitally important that desktop grade support is extended to mobile endpoints to keep operations running reliably, optimizing the utility of each device and ensuring that data is kept secure across the network. To remain flexible, the capability to virtually "repurpose" devices will become critical to support a change in business processes, allowing retailers to realize additional value out of their mobile hardware investments.

### Mobility is moving closer to the IT core

Breaking down barriers within your IT infrastructure is key to a winning omnichannel strategy. Omnichannel retail "titans" have realized that unification of technology infrastructure and process across channels is critical to supporting the expectations of today's customer. In the mobile realm, a holistic approach to enterprise mobility management includes the ability to manage and apply policies consistently, regardless of the endpoint in use.



## Build your mobile strategy with the future in mind

The rise of the connected consumer requires a radical rethink in IT strategy to build IT capability for today's demands and tomorrow's opportunities. Your mobility strategy should be future focused, with particular emphasis on answering the following:

1. In the next 3-5 years, will your omnichannel IT capability require the use of new mobile technologies like smart peripherals, wearables, smart kiosks/signage or fully autonomous devices?
2. As each mobile waypoint is critical to your omnichannel business process, is your IT capability ready to support each unique implementation of mobile devices across the retail value chain?
3. As your mobility footprint grows, does your enterprise mobility management solution offer a quick and cost effective deployment mechanism to get devices out of the box and configured for immediate use?

In order to bring it all together, retailers need to approach their investments in enterprise mobility with an eye toward a highly enabled, efficient, and innovative retail operation. Enabling mobile users at each touchpoint involves the ability to access enterprise content, applications, and services in a consistent manner independent of the form factor or operating system. With the growing reliance on mobile technology to fulfil omnichannel promises, it is vitally important to treat each mobile endpoint as a critical business link that needs to be managed to ensure the efficient operation as a whole.



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