

WIN BIGGER RETAIL
SALES DEALS
WITH THESE
MULTIVENDOR

SOLUTIONS IN A BOX

RETAIL.
A LEVEL UP.

INCRAM[®]
MICRO



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Retail Trends

Supply chain and logistic trends

- Spending on global reverse logistic technologies is forecast to hit \$604 billion by 2025 as retailers seek to alleviate a major pain point in the shopping journey and minimize the costs of returns.¹
- Nearly 70% of U.S. retailers said they would increase fulfillment from stores in the next year and 53% said they were considering changing the configuration of shops to provide more space for fulfillment operations.²

Marketing and communication trends

- Livestreaming will take center stage this year, with the potential to be one of the fastest-growing categories in the digital one-to-one ecosystem.¹



Customer experience (CX) trends

- Shopping malls are being reimagined from multi-level boxes anchored by department stores to more enticing, smaller environments in sync with consumers' needs.¹
- Touch-free technology, such as virtual fitting rooms and contactless payments, will become mainstream in 2021.¹
- The concept of retailers and brands creating shopping experiences via social media, aka social commerce, will be the indisputable breakout trend this year, worth over \$2 trillion by 2024, progressing at a CAGR of almost 31%.³

Retail Trends

- In the GlobalData survey, the 20 apparel retailers with the highest satisfaction ratings for in-store experience grew revenue an average of 32% over a four-year period vs. the twenty retailers with the lowest satisfaction ratings that saw average revenue declines of 12%.²
- According to a GlobalData consumer survey conducted in June 2020, 43% of consumers report having significant issues using retail apps or websites when placing or collecting multichannel orders.²



Security and loss-prevention trends

- Almost 40% of U.S. consumers say they would stop shopping at a retailer for 3 months or more following a major data breach.²
- Over the past five years, shrink costs have risen by 42.7%, faster than the increase in retail sales values—meaning shrink's impact to the bottom line is greater than ever before.²

¹ National Retail Federation blog, "[Retail in 2021: What will endure and what's going to change?](#)"

² GlobalData and Cisco report: "[The Agile Retailer: Priorities for 2021 and Beyond](#)"

³ Bloomberg press release, "[Global Social Commerce Market Worth USD 2051.49 Billion by 2024—COVID-19 Updated | Technavio](#)"

Front-Line Worker Solutions

Primary business needs:

- Take calls from customers
- Allow product experts to take calls no matter where they're at
- Moving about the store while answering calls, scanning items and taking pictures as needed
- Hear customers (and be heard) while talking in a noisy environment
- Secure wireless roaming for all mobile devices
- Secure web browsing whether connected via the LAN, WLAN or WAN
- Endpoint-device security and policy management

Solutions:

Meraki Wireless—Deploy secure wireless networks at all locations

Umbrella—Cloud-based DNS security for wireless devices and other endpoints

Meraki EMM—Protect mobile devices from theft and loss

Bluetooth noise-canceling headset—Blocks out 96% of background noise.

Webex Wi-Fi phone—Use the store's Wi-Fi to communicate with customers and coworkers.

860 case with clip—Keep your Wi-Fi phone safe and secure.

Webex Calling—Keep your business running smoothly with Cisco's phone service and lower the amount of equipment to be deployed while enabling features like auto attendant, hunt groups, voicemail, inbound fax to email and overhead paging integration.

Cisco PSTN—Consolidate multi-party PSTN contracts to just one.

Other solutions for front-line workers:

- Cash registers
- Handheld barcode scanners
- Payment terminals
- POS shields
- Personal temperature sensors

Customer Experience

What are retailers' CX business needs?

- Provide omnichannel communication channels (SMS and chat are becoming the go-to choices)
- Streamline customer interactions with the highest-skilled associates
- Offer free guest Wi-Fi with secure internet access
- Implement social distancing policies, procedures and signage
- Enable better customer checkout flow
- Incorporate digital signage throughout the store
- Capture shopper analytics to increase dwell time
- Build engaging splash portals to encourage users to join loyalty programs

Webex Contact Center allows customers to communicate across a variety of channels, such as SMS, Facebook and web chat.

Webex Desk can be stationed around a store and tied to a remote worker with the expertise needed to solve a customer's challenge.

Meraki Wireless is simple to deploy and scale. Use it to create guest Wi-Fi and splash pages, improve customer loyalty, dwell time, and gain insights to customer's location and shopping habits within the store.

DNA Spaces offers advanced custom splash pages, plus deep analytics for location tracking and customer location engagement.

Umbrella provides cloud-based DNS security for wireless devices and other endpoints.

Meraki MV security cameras enable merchants to view guests in specific locations and receive alerts if there's too many people in an area (to help with social distancing or open more cash registers).

Additional CX solutions:

- Digital signage
- Wireless phone charging in table
- Digital signage
- Personal temp sensors

Back-Office Solutions

What retailers need in their back offices:

- Communicate with employees and other stores
- Simplified meeting scheduling and management
- Emergency calling
- Secure web access
- Wi-Fi
- SD-WAN/VPN connection to branch stores
- Network security and firewall support
- Connected infrastructure for all computers and network devices
- Physical security systems
- Physical environment sensors (e.g., room temperature, leaks)
- Network redundancy



Solutions:

Webex Calling—Keep your business running smoothly with Cisco's phone service and lower the amount of equipment to be deployed while enabling features like auto attendant, hunt groups, voicemail, inbound fax to email and overhead paging integration.

Webex Meeting and Messaging—Communicate with the entire team without everyone having to drive to the office.

Desk phones—Cisco's phones offer a wide range of features to meet retailers' communication needs, including color screens and multi-line support.

Umbrella—Provide cloud-based DNS security for wireless devices and other endpoints.

Meraki Wireless—Deploy secure wireless networks at all locations. Meraki Wireless features built-in integration to Cisco Umbrella and DNA Spaces for data security social distancing enforcement. It also supports device segmentation and policy management.

Additional back-office solutions:

- Uninterruptible power supply (UPS)

Meraki MX security appliance—A firewall and SD-WAN access enable network security, segmentation and integration with other Cisco security solutions, such as Umbrella.

Meraki MS switches—Manage the full stack of Meraki devices from one location. The switches feature power over Ethernet (PoE), multigigabit technology, device segmentation and policy capabilities.

Meraki MV security cameras—These cameras allow merchants to view guests in specific locations and receive alerts if there's too many people in an area (to enforce social distancing or open more cash registers).

Meraki IoT sensors—Meraki and Cisco IoT sensors allow for environmental visibility through easy-to-manage dashboards.

Meraki 4G/5G cellular WAN—These devices can be used as backup networks in the event a customer's wired network goes down, or they can be used as a store's primary internet access.

Franchise and Corporate Solutions

What franchisers and corporate offices need:

- Communicate with customers and enable them to speak with product experts
- Simplified meeting scheduling and management
- Connect to outside phone systems
- Omnichannel communication (e.g., web chat, Facebook)
- Emergency calling
- High-quality audio for phone calls and conferences
- Conference room communication equipment

Solutions:

Webex Meeting and Messaging—Communicate with the entire team without everyone having to drive to the office.

Webex Calling—Keep your business running smoothly with Cisco's phone service and lower the amount of equipment to be deployed while enabling features like auto attendant, hunt groups, voicemail, inbound fax-to-email and overhead paging integration.

Cisco PSTN—Connect to outside phone systems.

Desk phones—Cisco's phones offer a wide range of features including emergency calling.

Webex Contact Center—Enable web chat and Facebook communication while also supporting a larger number of inbound calls.

Headsets—These are a must for providing high-quality audio to associates who spend their day attached to a phone or computer.

Videoconferencing devices—Cisco videoconferencing units can be attached to large-format displays, and they can be strategically placed around the stores for face-to-face interactions with remote product specialists.



Retailers have become one of the most targeted industries for organized crime groups and hackers, and they face attacks in the physical world as well as in cyberspace every day. They also understand that nothing will do more damage to their brand than failing to keep their customers' data and personal identities safe.

At Ingram Micro, we understand what it takes to deliver the kind of physical and IT network security merchants need to meet these challenges. In addition to having a deep bench of security experts on staff to support our channel partners, we work with leading vendors like Cisco.

Cisco combats the wide range of threats retailers face with a broad and advanced set of cybersecurity solutions and integrated technologies that are aware of one another. Cisco's cloud-native and integrated platform, SecureX, uses a network-centric approach to security that even supports third-party security solutions.

At the heart of the SecureX architecture is Cisco Threat Response, an integrated single application built to rapidly detect, investigate and remediate threats. Threat Response aggregates intelligence from Cisco Talos and third-party sources to identify threats throughout customers' systems, devices and cloud environments. It then seamlessly investigates threats using every tool in your arsenal and automatically documents findings, cutting down on your security op team's investigation time by [more than 50%](#). Threat Response also enables security ops response collaboration via a single, user-friendly interface.



Some of the core security offerings retailers need to protect their merchandise and data include:

- **Meraki MV security cameras** enable merchants to view guests in specific locations and receive alerts if there's too many people in an area (to help with social distancing or open more cash registers).
- **Webex Meetings** for secure collaboration
 - End-to-end security was built in from the beginning; it wasn't bolted on later
- **Cisco Secure Access by Duo** to verify the identity of all users before granting access to corporate applications
 - Duo is easy to apply across all cloud and on-premises applications
 - Authenticate devices and users before granting access to company applications
 - Flexible MFA options ranging from push notifications on the phone to tokens, wearables and more
- **Cisco AnyConnect Mobility Client (VPN)** to enable secure access to the enterprise network for any user, from any device, at any time, in any location
 - Always-on end-to-end data encryption
 - User or group-based identity for access specific web apps
 - Proactive threat defense
 - Integrates with Cisco ISE to deliver top-of-the-line compliance and authentication solutions
- **Cisco Umbrella** for internet security
 - A first line of defense because it works at the DNS layer with a goal to block threats before they compromise your data
 - Stop malware infections earlier, identify already infected devices faster and prevent data exfiltration
 - Umbrella Security Internet Gateway—key part of Cisco's SASE solution
- **Cisco Secure Email** for email protection
 - Defends against phishing, business email compromise, malware in attachments and ransomware
 - Detect and block more threats with global threat intelligence from Talos and local intelligence from multiple patented machine learning models
- **Cisco Secure Endpoint** for endpoint security
 - Built to deliver tightly integrated prevention with simplified response, orchestration and automation across the entire security infrastructure
 - Reduce the time to respond and remediate an attack by as much as 85%

Learn more about:

- [Ingram Micro's Security Practice in our Playbook](#)
- [Security Line Card](#)
- [Smart Surveillance and Security Solutions](#)

Retailers need technology to work productively and securely, and they have little tolerance for downtime. As the trusted advisor, you're responsible for keeping your customers' technology running, and to do that you need easy access to expert troubleshooting support to quickly mitigate any network disruptions or hardware failures.

Solution Support

Cisco's Solution Support team can give you centralized support across your multivendor, multiproduct Cisco solution environment. They'll take care of case management and resolution across the Cisco and Solution Support Alliance Partner products in your deployment.

- Get continuity of service from first call to resolution from a Cisco architecture expert who is accountable for your case no matter where the issue resides—with Cisco or Solution Support Alliance Partner products.
- Our primary point of contact orchestrates support processes between Cisco and Solution Support Alliance Partner engineer teams as required, eliminating your need to manage teams and your case.
- A priority service level and 30-minute response feature help you quickly get to experts and back to business.
- No need to spend time and resources diagnosing a problem before contacting our architecture experts.

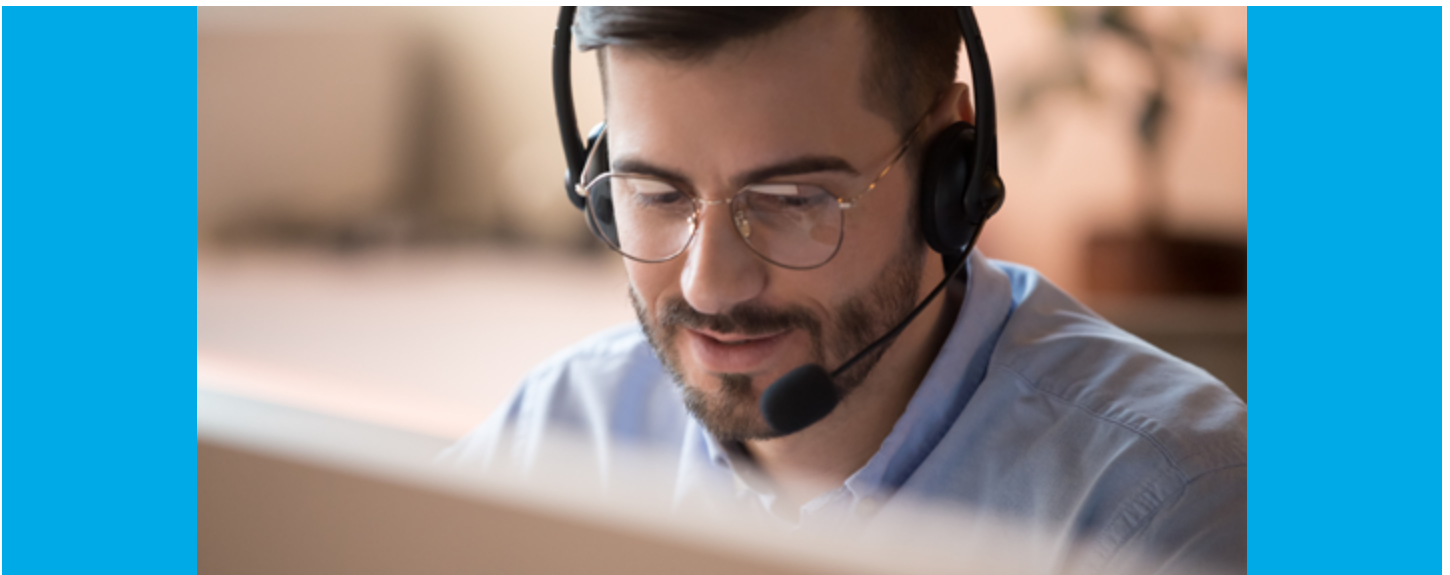
SWSS: technical support for software

Cisco Software Support Service (SWSS) offers technical support coverage for the software application products and suites you have licensed on a perpetual basis. It provides basic coverage to keep your systems and your business running smoothly.

Access Cisco technical experts 24 hours a day, 365 days a year. Take advantage of software maintenance, minor and major release updates to increase business value and ROI for your Cisco software products.

SWSS is required for a minimum of 12 months to help you reduce network disruptions and maximize application availability. Take advantage of multiyear discounts to keep your network performing as needed.

If you licensed your products on a subscription basis, then basic support coverage is included with the license for the product.



Ingram Micro Professional Services

Service descriptions:

- **IM-link services for deployment support**—Find qualified experts to help implement your technology projects correctly.
- **Training services**—Use these services to deliver pointed and custom training on software, endpoints, security and other relevant topics.
- **Configuration services**—Add software and load images to your customers' device purchases so that when you receive the equipment it can be up and running more quickly.
- **Wireless site survey**—This assessment will help you understand how user density and the explosion of BYOD on the wireless network can dramatically affect how the wireless environment should be built and supported.
- **Security assessment**—Ingram Micro provides a range of cybersecurity services broadly categorized into technical assessment services, consultancy services and managed security services.



Business Transformation Center

With omnichannel security and digital transformation at the forefront of retail, the [Ingram Micro Business Transformation Center](#) brings technology to life.

We understand which technology solutions retailers need to create memorable customer experiences and drive profits. And we know how to build those solutions. In the BTC, we have the latest Cisco technologies on hand and available for live, in-person and virtual demonstrations for you and your retail clients.

Contact Ingram Micro's Business Transformation Center today to book a personal training or demo.



As a Service, at Your Service

As a service, at your service

Your IT buyers are looking for simple technology solutions for their complex business needs. Exceed their expectations with a single monthly payment option for all the technology and services you provide them. Technology-as-a-service offerings through Ingram Micro Flexible Payment Solutions give you multiple options to adopt an “as a service” model that matches your go-to-market strategy.

Why tech resellers like “as a service”:

Easier to implement and for customers to use

Simple, predictable refresh cycles

Improved cash flow

Why tech buyers like “as a service”:

Single invoice

Predictable budget

An easy way to keep technology updated

Once you're engaged with us, the process is simple

You send us your end-user facing proposal so we can quote a monthly payment for the technology solution you're offering them. Our integration with tools like QuoteWerks streamlines the lease/finance quoting.

You receive a credit decision and documentation.

You send the signed documents and invoice to us.

You receive the funds once the customer confirms start of the lease.

Use your cash to grow your business and let us finance your technology



When is a dollar worth more than a dollar?



When you spend that dollar on a depreciating asset, does it still hold the same value?



What if you took that dollar and invested it in your business? What would the return be in 3 months? In 6 months?

Best-in-class managed services providers (MSPs) leverage the right financial vehicles for the right solutions. In a recent survey, 52% of MSPs said they value partnering with a strong third-party finance provider. Ingram Micro can be that provider—offering you the best of both worlds. Not only do we understand the IT channel but we also have the right financial products to bring value to your business.

Financing Options

YES

It's not a complete “YES” without the financing.

Ingram Micro Financial Solutions allows you to focus on what you do best—grow your business. We know you're busy so all of our solutions are quick and easy to access. Let us help you choose the right options to drive your revenue, increase your buying power and maximize your cash flow.



Contact

(877) 877-0035



<https://imagine.next.ingrammicro.com/it-solution-provider/services/financial-solutions>

