

# How to Get the Most From Your Store Systems Investment

Extending the Life of Your Store Systems —→





## The Future of Retail: The Omnichannel

There's no denying it: While purchasing goods online continues to be a popular practice, frequenting brick-and-mortar stores is still an important element of the shopping experience for an overwhelming majority of consumers. According to statistics from a *State of Retail 2015* study by Time Trade Systems, 65 percent of consumers surveyed reported that if an item they want is available both online and at a nearby store, they prefer to go to the store to obtain it. Out of consumers polled, 85 percent deemed the “touch and feel” of merchandise in a store an important criteria in deciding whether or not to purchase it, and 82 percent of consumers surveyed said they buy more items than they had initially planned when shopping in-store.

Customers also demand a rich, interactive, omnichannel shopping experience. They insist on the ability to obtain as much information as possible about products through engagement with retail brands not only online, but via contact with store associates who are empowered to access data via the latest mobile technology. They want the items they want, when they want them—and even the option to begin a purchase in one channel and complete it in another.

Pure-play online merchants have begun to recognize the importance of brick-and-mortar shopping to consumers and have started extending their reach to physical storefronts. In doing so, these retailers leverage the benefit of starting from scratch where in-store systems are concerned. Unhampered by existing equipment, they have the freedom to implement leading-edge technologies that deliver a truly enriched omnichannel shopping experience.

To compete more favorably with these merchants, traditional brick-and-mortar merchants face a challenge: that of improving consumers' shopping experience while grappling with legacy technologies and the massive investment that may be required to replace or refresh them. A “rip-and-replace” approach is not financially or operationally feasible for most retailers. Instead, retailers must consider extending the life of their legacy store systems, and prudently investing in customer-facing systems such as mobile and interactive devices that will deliver a superior ROI.



## 4 Critical Ways to Extend the Life of Your Store Systems

### ➤ 1. Maintain Comprehensive Hardware Systems Records

The first step in extending the life of legacy store systems is to take stock of all of the current hardware that exists within your stores. Each asset should be documented using a serial number which will track its service and maintenance history, parts usage, repairs, and corrective actions in order to give you broad insight into the health of your store's equipment. As new equipment is introduced into the store, it should also be tracked. With the rise in popularity of mobile devices, this inventory management system is also particularly useful in keeping track of non-stationary devices. To truly understand the useful life of store systems and how those systems perform in each unique environment, it's important to go beyond just merely documenting hardware.

### ➤ 2. Dedicate Resources to Monitor Your Store Systems

To truly gain value and insight into your store systems, it's important to dedicate a resource or resources to monitor the health of your systems and evaluate hardware based on insights gleaned from its individual performance and history. This resource should be responsible for implementing manufacturer updates, maintaining equipment, and be the first line of defense in identifying problems and correcting issues.

### ➤ 3. Define Lifecycle Processes

With a dedicated resource actively tracking and monitoring your store systems, you should define a plan for replacing and refreshing technology throughout its lifecycle. This plan should include, where appropriate:

- Using logistics and a “spare in the air” maintenance program to exchange and replace equipment quickly and affordably.
- Fixing and repairing critical equipment on-site.
- Managing warranty programs with pre-screening and testing to reduce cost of warranty claims.
- Phasing out end-of-life technology and investing in customer-facing systems.

### ➤ 4. Engage with a Solutions Partner who will Advocate for the Best Interest of Your Business

As steps one through three illustrate, it takes time and dedicated resources to successfully extend the life of your legacy store systems. Consider a partner who can deliver a comprehensive suite of services intended to extend the viability of your existing equipment and can represent your needs—as opposed to a vendor who recommends a “rip-and-replace” approach or promotes the use of a particular technology. A service-oriented partner becomes an advocate, enabling you to select the optimal technologies for your business in order to deliver the best service to your customers.





## Assessing Hardware Replacement Needs

Making the most of a retail hardware investment while continuing to support the caliber of shopping experience expected by today's customer also means knowing when it's time to replace existing equipment. It's time to replace equipment when:

- **Equipment malfunctions with increased frequency.** Occasional equipment breakdowns are to be expected and can be easily handled, especially if consistent monitoring identifies problems early on. However, when equipment stops functioning on a regular basis, repairing it ceases to make financial sense and a replacement will almost definitely be the less expensive long-term option.
- **Processing power is no longer adequate.** Newer operating systems and the increase in business stemming from adopting an omnichannel operational model drive the need for more processing power at the lane. If the technology cannot provide that power, there will be a negative impact on the caliber of customers' visits to the store, which in turn may erode customer loyalty.
- **Speed of service has become unbearably slow.** A system that is forced to operate beyond its usage capacity will not run at optimal speed. Increased capacity can only be provided via a replacement.

### Conclusion

The world of retailing is becoming increasingly challenging and fraught with competition. Merchants that invest wisely in store systems, make the most of these investments and lean on a knowledgeable, service-oriented technology partner to get the job done and ensure they remain on a firm foundation in the short- and long term alike.

# Finding Value in a True Partnership



The fourth critical step in extending the life of your store systems is to engage with a solutions partner who will advocate for the best interest of your business. Mainstreet is not only a partner to its clients, but truly a dedicated resource and advocate who will assess the useful life of your store systems, analyze the performance of systems in their unique environment, and define processes for corrective actions with the agility and flexibility needed to complement world-class solutions from leading manufacturers. Mainstreet provides best-in-class, reliable retail technologies that are purpose-built with a long life span in mind.

Mainstreet's ability to support in-store systems from virtually every major manufacturer—from the most current models to legacy configurations—enables effortless migration to new solutions. When retailers engage Mainstreet, they reap the benefit of working with a company that maintains a consistent track record of delivering successful retail technology implementations—on time, every time, and within budget. Clients can count on effective, rapid response to and fulfillment of their needs, including customization of all configurations and solutions to suit their exact requirements and financial parameters. Asset management services, staging/integration and logistics mean just-in-time order fulfillment—and rapid order turnaround.

The end-result: A quicker solution to-market, coupled with higher levels of customer satisfaction.



Phone: 866-767-6472 | Fax: 469-733-1925 | [info@mainstreetinc.net](mailto:info@mainstreetinc.net)

[www.mainstreetinc.com](http://www.mainstreetinc.com)