

HOW WELL DO YOU SEE THE FUTURE OF YOUR BUSINESS?

MAKE INCREDIBLY ACCURATE PREDICTIONS
UTILIZING THE POWER OF DATA.



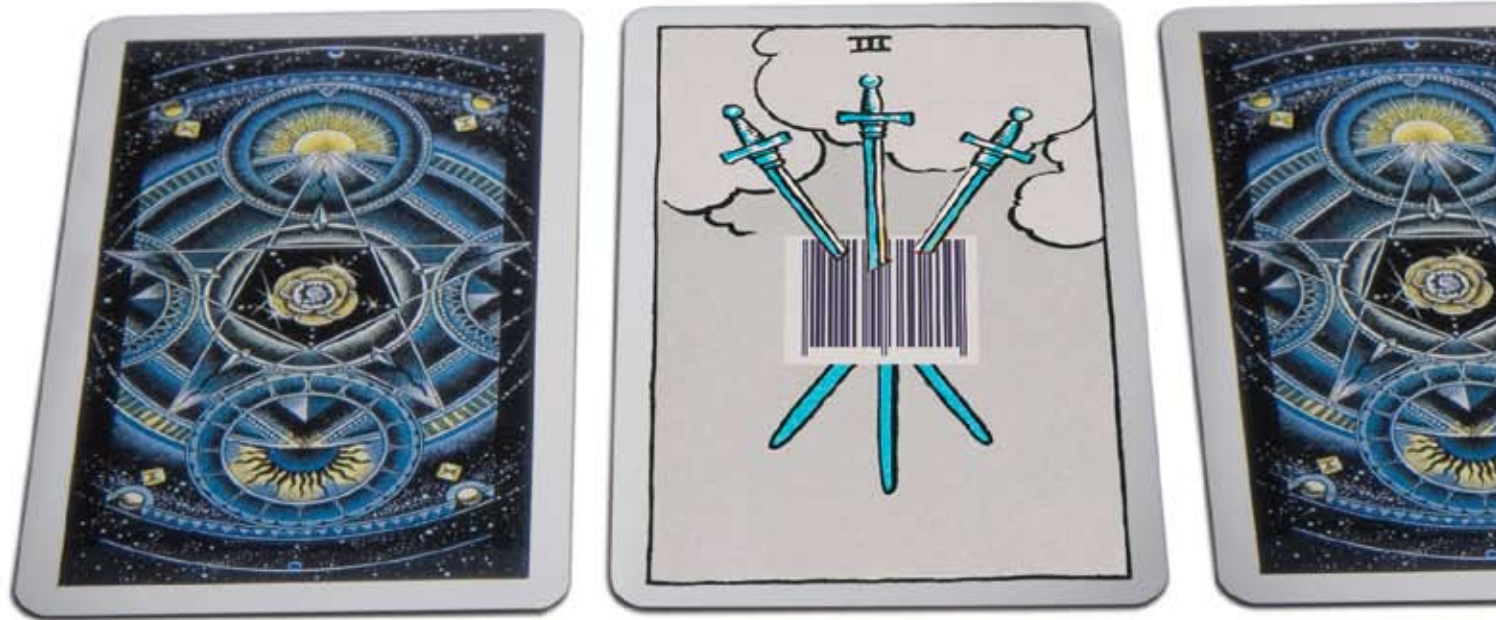


CAPTURE, MANAGE AND USE YOUR BUSINESS'S DATA TO EFFECTIVELY INCREASE SALES AND PROFITABILITY.

Every time a customer makes a purchase, there's data to be captured. Combine this with all the other data that influences store profits: overhead, employee information, shipping, campaigns, traffic, etc. Now, picture trying to gather, maintain and analyze all this information on a daily basis — while you're trying to steer the course of your business. The thought is overwhelming.

Yet the ability to manage massive amounts of store data is crucial — especially if you're competing with the large chains. Staying ahead of the competition means leveraging a comprehensive point-of-sale (POS) system to capture, manage and use data — and make more informed business decisions, faster.

SMARTER BUSINESS DECISIONS ARE IN STORE.



IMPROVE EFFICIENCY AND CONSISTENCY ACROSS YOUR ENTIRE BUSINESS.

From a central location, you can view, analyze and share information from store to store, as well as manage operations by individual store or chainwide. A centralized vantage point also allows you to gain insight into trends across multiple locations. You'll be able to avoid unnecessary inventory investments because you can easily manage stock transfers among your stores. You'll achieve greater economies-of-scale when purchasing because you're not ordering merchandise by store, but by chain.

Centralized control also ensures pricing accuracy across all your stores and enables you to set up and monitor flexible pricing structures, discounts, promotions and sales — at all levels. Inventory can be tracked and managed to respond rapidly to consumer demands and ensure the inventory they want is on your shelves.

CENTRALIZE YOUR DATA AND ALL WILL BE REVEALED.



REAL-TIME REPORTS MAKE PATTERNS BECOME CLEAR.

QUICKLY UPDATE YOUR MERCHANDISING AND MARKETING TACTICS WHEN YOU HAVE UP-TO-THE-MINUTE SALES DATA.

A POS solution allows you to know what's selling, who's buying and when it's being purchased. You can track data by department, category, store or across your entire chain — then decide instantly what to buy more of or what to mark down.

Plus, you can respond to changes in the market as they happen: adjust prices on goods daily, if not hourly. Set a higher price for a particular product during rush hour and a lower price for slow periods. Run a test on a new campaign today and see how it compares to sales results from yesterday.

Real-time reports also help you with your marketing decisions. When you have access to better, more accurate data, the ability to predict the future wants, needs and buying patterns of your desired customers becomes more exact.

**YOUR SOLUTION CAN GROW WITH YOUR
BUSINESS AND LET YOU EASILY REPLICATE
A SUCCESSFUL STORE MODEL.**

CDW can help you implement a solution that will benefit you regardless of the size of your business or number of stores you currently have. As your business grows and becomes more successful, clearly, your requirements may change. Because of its scalable design, a highly adaptable POS solution can change with you — even if you experience sudden, explosive growth.

As you continue to open new stores, the solution makes it easy to replicate your successful business model. A flexible platform allows you to manage and store virtually unlimited amounts of data and exchange it across platforms. Once one successful store has been created and configured, it can be duplicated in other locations with minimal setup — so you can continue to reach a global network of customers, partners and suppliers.



**BECAUSE IT'S SCALABLE,
YOUR OUTLOOK IS GOOD.**

THE ANSWERS YOU SEEK ARE IN YOUR HAND.

LOOK NO FURTHER THAN CDW. OUR NETWORK OF TRUSTED INDUSTRY LEADERS PROVIDES RELIABLE, WORLD-CLASS POS SOLUTIONS.

WE ASSESS

Our POS/ADIC specialists review your current environment, equipment and capabilities to determine what you have, what you need and how to get you the best solution within your budget. We'll even provide a customized assessment to support the decision-making process.

WE PLAN AND IMPLEMENT

Our specialists look at your goals for POS, your system requirements and your expectations for the future. We then review the top technology brands — including hardware, software and service — to find the best option for every need. Finally, we put the solution into action.

WE SUPPORT AND SECURE

After installation and setup, our specialists make sure your systems stay up and running, even as the number of users grows. We provide ongoing support to make sure everything works as planned and evaluate performance against key benchmarks.



BEST-OF-BREED THINKING

Every CDW account manager is backed by a diverse team of POS/ADIC specialists. We can help you maximize the opportunities provided by customer-driven POS. Our specialists have expertise in areas such as insight-driven merchandising and demand-driven supply chain management.



BEST-OF-BREED PRODUCTS

CDW connects you to the industry's top technology brands in hardware, software and services. Since we have access to so many brands, we take an in-depth approach to selecting the optimal mix of products for every POS environment. Plus, we leverage our wide-ranging partnerships to maximize cost and functionality.



TO LEARN EVEN MORE ABOUT POS SYSTEMS, VISIT CDW.com/POS



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