PREMWATCH FOR RETAILERS

PROACTIVE MONITORING SERVICES THAT OPTIMIZE STORE INFRASTRUCTURE, REVENUES, AND PROFITS

A White Paper From Acuative

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PREMWATCH FOR RETAILERS

Introduction

When the performance of your store's IT infrastructure suffers, service levels and sales can take an immediate hit. With Acuative PremWatch services, you can leverage the expert staff and robust monitoring that optimize the performance, availability, and utilization of your store's IT assets.

The Challenge: The High Costs of IT Maintenance and Outages

Today, probably more than ever before, the performance of your stores is inextricably bound to the performance of your stores' technology. To deliver a winning sales and service experience, your organization has continued to deploy more technology to more stores. Now, virtually every customer transaction and service interaction relies in some fashion upon POS systems, displays and kiosks, wireless and wired devices, and the network that keeps them all connected.

The proliferation in technology employed at stores has ushered in some benefits, but it has also overwhelmed IT teams with a corresponding increase in maintenance and support efforts. As a result, service levels—and the customer experience—suffer, which can have a significant impact on the business:

- **Lost sales.** When there's a failure of a customer-facing device or service, such as a POS system or kiosk, it can tarnish the customer experience and negate a potential sale.
- **Staff distraction.** When they have to follow up on outages and issues, store representatives lose valuable time—and their focus on serving and selling to the customer.

- **Underutilization.** Internal staff lacks the time or expertise needed to optimize resource utilization, which means your organization is forced to spend too much to meet capacity demands and waste money on underutilized systems.

Ultimately, suboptimal usage and unexpected delays and downtime can hurt your organization's operations, revenues, customer satisfaction levels, and profits.

The Solution: PremWatch

Through our PremWatch services, we can provide your retail business with comprehensive infrastructure monitoring and management. Trust Acuative to proactively track the health, utilization, and performance of all your stores' IT assets.

Acuative has the proven expertise and operational excellence to help improve your IT performance across your stores. In business for more than 29 years, Acuative has worked with retail customers in a range of segments, including grocery, apparel, furniture, restaurant, and hospitality. Our staff has extensive experience managing and optimizing retailers' data, voice, and converged networks. Further, we have continued to invest in the staff, training, processes, and tools required to optimize our operations. Following are some of the key differentiators of our services.

Comprehensive Infrastructure Monitoring Coverage

From our global command center, we can track IT assets at your store locations 24 hours a day, seven days a week, and 365 days a year. Leveraging the robust, enterprise-

grade CA Infrastructure Management toolset, we can monitor performance, availability, network flow, resource capacity, application response, and more. We can provide extensive infrastructure coverage across multi-vendor platforms and devices, including the following systems and services:

- Network infrastructures—including LAN switches and servers, Wireless LAN access points, and WAN routers
- Voice equipment—including both IP-based and legacy phone systems and handsets
- Digital displays and kiosks
- IP cameras
- Printers
- POS systems
- Traffic counters

Proactive Visibility and Insights

Our sophisticated, continuous monitoring enables fast identification and remediation of issues. We can get early alerts to potential issues, so we can address them before users are affected. Further, we can establish effective baselines and understand performance and utilization trends, so we can help you more effectively predict and support future capacity demands.

Rapid Response and Remediation

Acuative has the tools, staff, and resources required to respond rapidly, both through remote access and on-site remediation. Acuative has a global network of certified, expert field engineers that can quickly be dispatched whenever and wherever needed.

Benefits

By tapping into the PremWatch service, your organization can realize a range of benefits:

- **Reduce costs and boost profitability, while streamlining management**. With Acuative, you can realize lower, more predictable run costs and maximize store profit margins. We can manage the entire IT lifecycle, so you have one organization to contact for questions, one that understands retail store infrastructures, and that can be held accountable for services levels delivered. As a result, your staff doesn't have to deal with the frustration and inefficiency associated with confusion and finger pointing among multiple vendors.
- **Improve infrastructure scaleability, availability, and performance.** With our technology and industry expertise, our staff understands what needs to be monitored and how. With our continuous remote monitoring, we can spot

potential issues before they result in outages that hurt sales or service. When issues arise, our expert staff and optimized operations help to ensure fast, highly effective response that minimizes business impact.

- **Improve sales and customer satisfaction.** By enabling improvements in the performance and availability of your store's IT assets, Acuative helps reduce downtime and boost performance. This enhanced performance and availability can help fuel improvements in service levels, sales, and customer satisfaction.
- **Boost staff productivity.** With Acuative, internal IT teams can avoid the distraction of following up on issues at the store, and spend more time focusing on strategic efforts. By minimizing the distraction of device outages, Acuative helps store personnel to keep focusing on their key responsibility: serving and selling to the customer. Plus, when issues arise, they only have one vendor to contact.
- **Maximize ROI of investments.** Acuative provides the insights your team needs to maximize the utilization, performance, and availability of your store technology investments, so they ultimately deliver maximum value to the store's business performance.

About Acuative

Acuative is a leading provider of innovative technology services, products, and solutions for the retail sector. Retailers rely on the solution offerings from Acuative to enhance the customer experience in their stores while also cutting costs and increasing revenue. Committed to helping retailers maximize their technology investments, Acuative takes a personal approach by leveraging a unique combination of retail expertise, round-the-clock availability, and extensive technical resources that helps capture, engage, and convert shoppers into buyers. Learn more at www.acuative.com.

How PremWatch Benefits Your Business

- Reduce costs and boost profitability - while streamlining vendor management.

- Improve infrastructure scalability, availablity, and performance.

- Boost sales and customer satisfaction through service level improvements.

- Increase staff productivity by offloading infrastructure response and management from store representative and IT administrators.

- Maximize the business value and returns on your IT investments.

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Additional Retail Solutions from Acuative

Total Store Care

Deployment and on-site maintenance response plans for store technology at all of your locations to speed roll-outs and minimize downtime.

ValuNet™ Field Pro Maintenance

Proactive field service support for routine checks and non-critical repairs on a pre-determined schedule, keeping store systems operating optimally.

Cloud Telephony

Hosted voice solution that provides hassle-free voice communications that reduce costs and increase efficiencies.

Wireless Last Mile Access

Fast broadband access via 4G data service, eliminating traditional connectivity delays and enabling you to add new stores and pop-up locations quickly and easily.

Digital Signage and Kiosks

Product and service packages that enhance the customer experience with interactive kiosks and content management capabilities.

PCI Compliance

Fully managed cloud-based PCI security and compliance solution, centrally managed and monitored, providing visibility into overall system health and configuration controls for all store locations.

ACUATIVE actively delivers intuitive solutions executed with accuracy and acumen, to help you be ready!

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