



CRAFT THE PERFECT DIGITAL WORKSPACE FOR RETAILERS

Build long-term value and sustainable results with Softcat, Apple Authorised Reseller

Delivering exceptional customer experience is essential for any retail business. But in an industry where staff retention is becoming increasingly difficult, it's equally important to provide employees with the tools they need to work with more ease and efficiency.

A standout experience for retail workers starts with a sustainable Digital Workspace. And with the priority of delivering long-term value from any tech investment, an easy-to-manage, cost-effective ecosystem is key.



iPad effortlessly tackles retail challenges – helping your teams to work and collaborate securely. Apple devices are built to last. And they hold their value longer, so you can maximise so you can maximise your buy-back value. And when employees are provided with the powerful, user-friendly technology they need, they are empowered to deliver the incredible retail experiences that customers expect.

THE IN-STORE BENEFITS OF DEPLOYING APPLE PRODUCTS

Long-lasting value

The highly portable iPad is a reliable option for busy retail environments, where its durability and productivity can deliver a greater ROI.

Incredibly easy to use

Apple hardware, software and services work together to give your employees the power and flexibility to take on every task.

Apple products' ease of use can make onboarding and training new team members easier, quicker and more intuitive. Plus, as many employees will use Apple products in their personal lives, the familiar user interface can help them to streamline everyday operations.

Mighty performance and productivity

Apple devices are powerful with security built in. This can help your teams stay securely connected, whether they're reviewing stock in the warehouse, answering queries on the shopfloor or managing rotas in the office.



THE IN-STORE BENEFITS OF DEPLOYING APPLE PRODUCTS

Easy to find

The Find My app uses an encrypted, anonymous network to locate lost iPad devices, even when they are offline. For added peace of mind, you can attach an AirTag to any iPad device with ease.

Powerful personalisation

When you invest in premium technology that's safer, faster and more secure, you demonstrate to customers and employees that you care about their individual experiences.

With Apple devices integrated in your in-store systems, your teams can streamline their sales processes with alerts for upsell opportunities based on individual customers' purchasing histories. With iPad and its apps, sales assistants can search, order and take payment for products directly on the shopfloor improving customer service. And, with accessibility features built in, Apple devices can provide support for your teams' and customers' hearing, vision, speech, mobility and cognitive needs too.

With 62%¹ of retail customers stating that they would not stay loyal to a brand that failed to deliver a personalised experience, this kind of bespoke interaction can give your business a serious advantage.

Comprehensive customisation

With Apple technology you benefit from an expansive partner ecosystem. There are many industry-specific mobility and accessory partners helping to tailor devices to a retail setting. And to further refine customer experience, you can even add services like ApplePay, Apple Music for Business and Business Chat to your fleet.

¹Statista: Share of consumers who said a brand would lose their loyalty if it delivered a non-personalized experience worldwide in 2021 and 2022



iPAD. POWERFUL. PORTABLE. MAGICAL.

There's an iPad for everyone. And everything.

iPad is so versatile, it's more than up to any task in a retail environment. It's your digital notepad, mobile office, point-of-sale system and customer service assistant. No matter which one you choose, iPad is a portable, productive and powerful way to get it all done.

Upgrade to iPad Pro. Supercharged by the M4 chip.

Upgrade to the ultimate iPad experience. Featuring astonishing M4 chip performance, a breakthrough 13-inch or 11-inch Ultra Retina XDR display,¹ and superfast 5G for astonishing performance, anywhere.² And with Apple Pencil Pro and Magic Keyboard, it's a creative studio that fits in your hands.

Upgrade to iPad Air. Powered by M2.

There's never been a better time to upgrade to iPad Air. With the amazing M2 chip and an immersive 13-inch or 11-inch Liquid Retina display,¹ advanced camera, blazing-fast 5G2 and support for Apple Pencil Pro, it's a creative powerhouse.



Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

¹The displays have rounded corners. When measured diagonally as a rectangle, the 13-inch iPad Pro is 13 inches and the 11-inch iPad Pro is 11.1 inches. Actual viewable area is less.

²Data plan required. 5G is available in selected markets and through selected network providers. Speeds vary based on site conditions and network. For details on 5G support, contact your provider and see apple.com/uk/ipad/cellular.

SOFTCAT, APPLE AUTHORISED RESELLER: YOUR SUSTAINABLE PARTNER FOR RETAIL

We know every retail space is different.

So at Softcat, we use our technical and industry expertise to ensure your iPad rollout is in constant alignment with your business goals. While our status as an Apple Authorised Reseller means we can help you make the most of a cohesive tech ecosystem that enhances both customer and employee experiences.

We help you identify ways to overcome budget constraints, move away from outdated hardware and align your purchasing with your circular economy goals. And as market leaders in the sustainable supply chain, our Purchasing Device Lifecycle Service help you expertly balance business efficiency and green ambitions – unlocking:

- Seamless device configuration and logistics for joiners, movers and leavers
- More time for IT teams with clear and intuitive management and analytics tools
- Reduced waste and costs with reuse, recycle and buyback options when you retire your legacy kit

To discover more about how we can help your business drive a greener retail experience on Apple platform. Visit our Sustainable Workspace hub or reach out to your Softcat Account Manager.

LET'S START YOUR APPLE JOURNEY TODAY

To learn more about how Softcat can support your organisation and to embark on your Apple journey, visit www.softcat.com/partners/apple/ramp-up-retails-digital-workspace or reach out to your dedicated **Softcat Account Manager**.