

Empowering Retail

SOLUTIONS FOR RETAIL

The Retail Sector

We want to help your retail business function seamlessly, and be empowered. Our solutions can save you time and money, and help you grab the attention of customers.

Industry Trends & Challenges

Collaboration across stores: Common challenge is that there is no way to collaborate on hardcopy documents resulting in a lack of shared information.

Consolidating information across corporate and stores: Data and information needs to be managed and sent from head office to stores, and vice versa.

Digital transformation: Growing need to digitise businesses and information, as well as employ new technologies to stay ahead in the industry.

50%

of shoppers can remember seeing digital signage at a store and describe the ad in detail 30 days after their visit.

Source: BenQ

Solutions: BenQ Smart Signage

With BenQ's visual display solutions, operators not only can easily set a tone for luxury ambience but also can have the ultimate freedom to make the best use of store space for better customer communication. The Double-Sided Display is engineered to deliver a fantastic image quality whether fixed in portrait or landscape view. This provides boutiques with ultimate flexibility to engage with clients and deliver brand messages near a store's entrance or counters.

Print

Our managed print services optimise and unify your global print infrastructure. Without this, retailers are left with sprawling fleets of print devices with multiple vendors, models, supplies and service contracts. New technologies and upgrades now make it even easier and simpler to use. You can now employ any software or app that is needed to function - all the while keeping your information secure. Not only this, but our production machines feature advanced colour image quality, high-speed output and inline finishing options to meet any print requirement.

Software

HYLAND

By using OnBase, retailers can:

- Scale their solution across corporate and store locations while managing information in a central repository
- Promote faster inter-departmental processing, allowing staff to make better, more informed decisions
- Provide users with mobile access to information on their phones and tablets, allowing them to work on projects no matter the time or their location

SCANNERVISION

Users can now categorise their captured data by the type of document and benefit from zonal text recognition to tag the documents with customer data. Locating data is now simple as the data is stored centrally, in a searchable format, available from any location.

Each user has access to the original hardcopy data and contextual information captured at the same time. There is no longer a need to courier paper copies to different locations, reducing costs spent on couriers.

"By understanding our business needs, B2B Technologies was able to implement a range of solutions to enhance our operations. Thanks to B2BT, we now have a simplified and more structured print facility in place that works for us."

Adrian Jacobson, CIO
Taking Shape Australia

