

aptos®



a cheat code FOR WINNING the comp store sales game



An Aptos Guide

**HOW FOUR LEADING RETAILERS LEVEL
UP THEIR STORE EXPERIENCE WITH
MOBILE-FIRST POS**

MANAGING THE MODERN STORE CAN OFTEN FEEL LIKE SURVIVING A VIDEO GAME.

Customer journeys are often filled with adventure, competition and challenges. During their travels, shoppers seek knowledge, abilities and treasure. Stores have to aid consumers on this journey, or else risk losing access to their purse.

Today's volatile market is fraught with peril. Dynamic customer expectations and fierce competition require retailers to deliver exceptional store experiences to secure their place on top.

How can you know if you are in the lead?

Comp store sales results are a legendary way to measure success in retail. Unfortunately, we haven't unearthed any legendary ways to reliably improve them.

Until now.

**ENTER MOBILE-FIRST POS: YOUR CHEAT CODE
FOR COMP STORE SALES.**





MOBILE-FIRST POS MAKES IT EASY TO MEET YOUR CUSTOMERS WHERE THEY ARE.

No matter where their journeys take them, mobile-first store technology empowers retailers to go where your customers go. And going to your customers is a far better way to increase interactions, opportunities and conversions, rather than hoping their journeys will lead them to you.

Let's explore how mobile-first flexibility changes the game for customer interactions, both inside and outside the store.

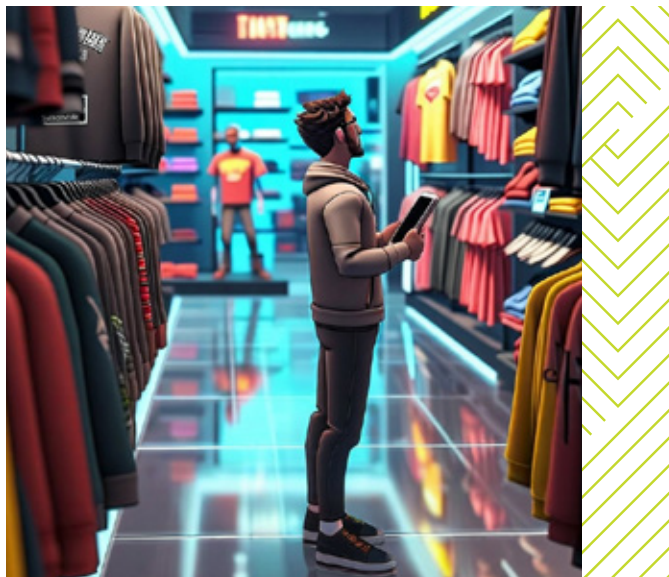


IN-STORE SELLING: ENGAGING CUSTOMERS IN EVERY AISLE

Mobile freedom opens up new selling opportunities for the store. Imagine your store associates:

- ▶ Interacting with customers as they wander, searching for products to meet their needs.
- ▶ Readily dispensing knowledge of products, promotions and inventory availability.
- ▶ Searching the extended enterprise for the colors, sizes and styles shoppers prefer.
- ▶ Completing the sale right there in the aisle, without ever leaving the customer's side.

There are times you definitely want to take POS to the aisles, but modern POS also gives you the flexibility to be at a dedicated cash wrap if that's what your customer prefers or the transaction requires.





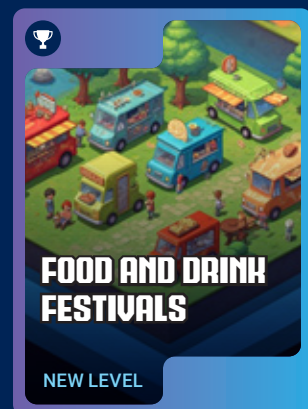
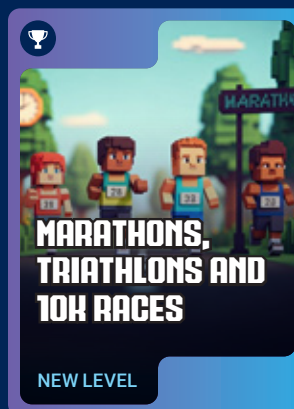
OUTSIDE THE STORE: ENCOUNTERING CUSTOMERS WHEREVER THEY GATHER.

The real magic of mobile-first POS comes to life outside the store, by making it easy for store teams to go (and sell!) wherever their customers go.

Equip your stores with branded canopies, some inventory and a few mobile devices, and a whole new world of selling becomes available to them.

This is where your store associates can put their knowledge of local community activities and events to work, finding new avenues for improving their comp store sales.

NEW LEVELS UNLOCKED



THESE CAPABILITIES AREN'T JUST VIDEO GAME FANTASIES.

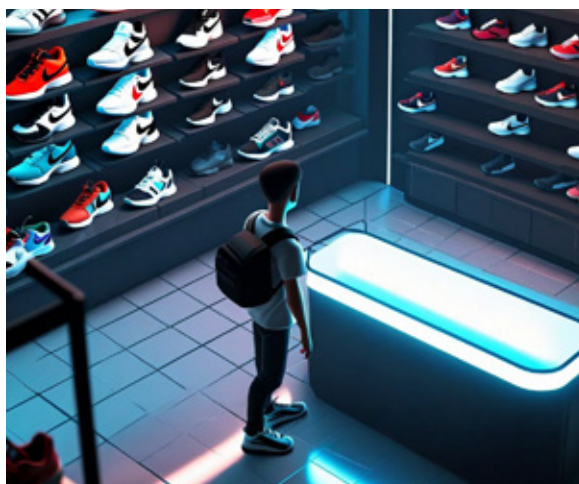
Aptos ONE mobile-first POS makes it easy for stores to meet customer needs wherever they are.

Designed to be mobile-first from day one, Aptos ONE incorporates all the freedom of mobility without sacrificing functionality.

Take a look at how four leading retailers leveled up their operations with Aptos ONE to deliver a winning customer experience in and out of the store.



COLE HAAN



HIGH SCORE

New Balance breaks out of the store to capture special event sales.

As an official sponsor of both the New York and London marathons, New Balance leverages Aptos ONE to open race-day apparel stores for 3 days during each marathon.

With Aptos ONE's flexibility, scalability and iron-clad security, New Balance has set up as many as 90 iPad registers in just one day and processed tens of thousands of sales transactions during each 3-day race expo.

But it isn't only big events. They also take Aptos ONE to smaller local and regional events as well, helping local stores increase awareness, engagement and comp store sales.

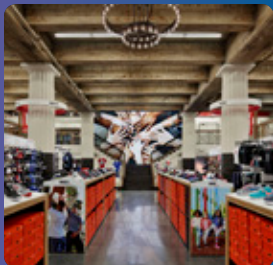
**ACHIEVEMENT UNLOCKED**

Pop-up shop
capabilities



Unique customer
engagements



HIGH SCORE

WSS improved store visits by reimagining experiences and rethinking devices.

Facing aging hardware, WSS needed a flexible, connected solution to enhance the customer experience. With Aptos ONE, associates leverage mobile-first POS to deliver omnichannel excellence, starting in the store.

**ACHIEVEMENT UNLOCKED**

Improved customer
experience



Increased associate
satisfaction



12-week implementation
from install to go-live



“

WSS employees can ring up transactions, add loyalty points, access real-time inventory and customer data, complete omnichannel orders and much more – all from a single, (hybrid) mobile-first device.

- Senior Director, Information Technology at WSS



HIGH SCORE**COLE HAAN**

Cole Haan puts mobile-first POS to work to optimize every omnichannel journey.

With Aptos ONE, Cole Haan leverages the flexibility and agility of cloud-native, mobile-first POS to ensure seamless and secure omnichannel transactions, regardless of external challenges.

**ACHIEVEMENT UNLOCKED**

Increased
omnichannel
flexibility



Seamless
connectivity





“

Aptos ONE gives Cole Haan POS capabilities that are delivered mobile first with highly resilient offline capabilities that give you the confidence of omnichannel transacting anytime and anywhere.

- Chief Operating Officer at Cole Haan



HIGH SCORE

The North Face saw an impressive sales lift via better in-aisle engagement.

Aptos ONE equips associates with mobile selling capabilities throughout the store providing them with valuable customer loyalty information, detailed purchase histories, in-depth product knowledge, and real-time access to enterprise-wide inventory data.

Empowering store associates with this information at their fingertips has led to:

- ▶ Better experiences
- ▶ More recommendations
- ▶ Higher conversion rates
- ▶ More upsells

**ACHIEVEMENT UNLOCKED**

Increased units
per transaction



Increased average
dollar per sale





GO WHERE YOUR CUSTOMERS GO, WITHOUT COMPROMISE.

Aptos ONE mobile-first POS gives your associates the tools they need to help customers in every journey, enabling them to unlock the cheat code to more comp store sales:

- ▶ **Robust functionality** and **intuitive interfaces** combine to make it easy for associates to deliver experiences that convert.
- ▶ **Device flexibility** with **seamless swapping** ensures your store associates always have the right device to meet customer needs, whether that's in the aisle, at the cashwrap or at a local event.
- ▶ **Offline resiliency** and **comprehensive security** maintain peace of mind, even on-the-go.

Think of it as the ultimate cheat code. Modern POS levels up customer experiences to meet the demands of today's retail game.



Unlock a new level of retail operations with mobile-first POS on the Aptos ONE unified commerce platform.



POWER THE MODERN STORE [➔](#)



Aptos: The leader in Unified Commerce

Aptos is the global leader in unified commerce solutions for retailers. Our modern, cloud-native POS and advanced enterprise technologies are trusted by hundreds of retail brands around the world. For over 40 years, Aptos has delivered software solutions that help retailers inspire loyalty, maximize revenue and reduce costs.

Learn more at aptos.com