



Unlock the Power of Retail Mobility

Today's retailers are faced with a changing environment – how do you drive business growth while keeping costs low and dealing with demanding customers? By embracing mobile innovations, retailers are able to empower store associates with real-time information, streamline operations across their brand and elevate customer service with personalized experiences. AirWatch[®] by VMware[®] provides retailers with a comprehensive mobility management platform to securely leverage mobile devices to drive key business initiatives.

About AirWatch by VMware

AirWatch by VMware is the leader in enterprise mobility management, with a platform including industry-leading mobile device, email, application, content, and browser management solutions. Acquired by VMware in February 2014, AirWatch is based in Atlanta and can be found online at www.air-watch.com.

Streamlining Customer Checkout

Equip store associates with mobile point of sale (mPOS) applications and tools that allow them to assist customers and complete transactions from anywhere in the store. Distribute, secure and manage mPOS apps with AirWatch[®] App Catalog to ensure PCI compliance is maintained. Build custom retail apps, manage app development and provide an extra level of security with the AirWatch[®] Software Development Kit and AirWatch[®] App Wrapping.

Empowering Customers with Self Service

Provide a consistent level of customer service, streamline self check-out and enable an endless aisle experience for shoppers with AirWatch[®] Browser or AirWatch[®] Launcher. Lock devices in single app mode or kiosk mode to display store websites, self-checkout, inventory management or custom shopping apps for interactive customer shopping experiences.

Training Store Associates Anytime, Anywhere

Empower employees with the content and resources they need to increase productivity and become successful with AirWatch[®] Video or AirWatch[®] Secure Content Locker[®]. Provide training materials on-demand with real-time access to content and multimedia files that enable employees to build relationships with customers, increasing loyalty and sales with in-depth product and service knowledge.

Keeping Store Managers Connected on the Floor

Enable store managers to perform managerial duties and access the productivity tools they require to maintain operations on the store floor. With AirWatch Secure Content Locker, secure access to real-time information, integrate directly to backend content repositories and support collaborative retail workflows. Enable managers to stay connected on the floor with productivity apps in AirWatch[®] App Catalog and corporate email in AirWatch[®] Inbox.

Leveraging Store Devices for Multiple Employees

Maximize IT investments and ensure retail teams have access to the content, resources and tools they require. Provision devices for multiple associates with multiuser management to push profiles, content and apps specific to users upon device check out.

Catering to Customers with Digital Signage

Provide customers with offers that are specific to their immediate need through the use of real-time displays. Distribute, manage and control access to relevant product, store, promotion and social information to customers closer to their decision point with AirWatch[®] Display.

Maintaining Supply Chain with Rugged Devices

Manage rugged devices utilized in supply chain operations alongside smartphones and tablets in a single administrative console, including Android, Windows CE and Windows devices.

Improving Efficiencies Through Wireless Printers

Expedite customer processes from anywhere in the store, warehouse or corporate office to improve efficiencies across facilities with wireless printing integration. Protect customer privacy, pricing information and barcode labels to ensure PCI compliance.