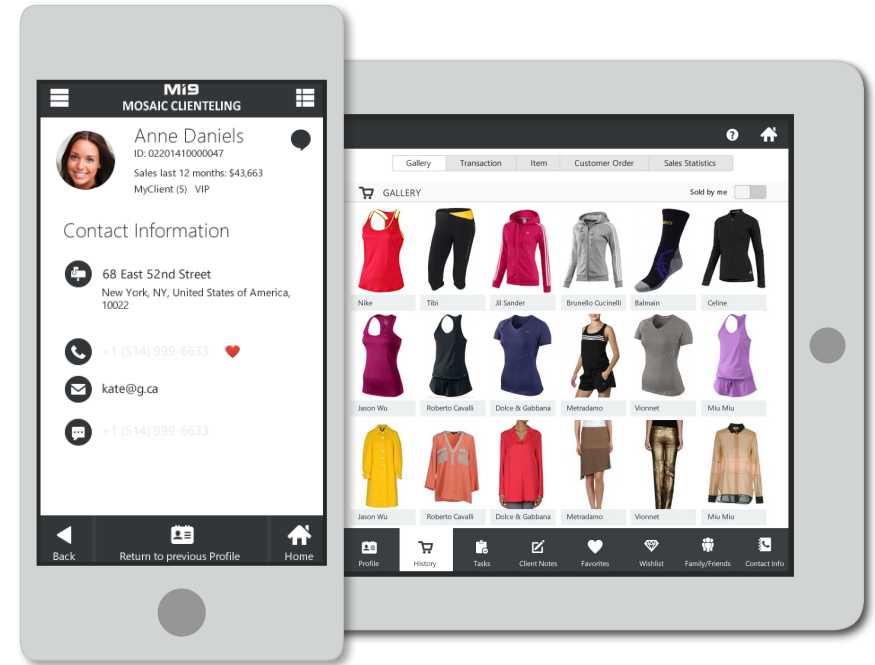


Mobile Solutions Buyer's Guide

The top 10 questions to
ask and the answers you
need to know now.



Hello.

So, you're thinking of taking your retail operations mobile.
That's great!

We're so happy that you thought of Mi9 Retail to empower
your associates with the best mobile platform for retail
stores.

With Mi9 Retail Mosaic, you can provide your store
managers and sales associates with a single platform
including POS, award-winning clienteling, a complete
inventory management solution and retail analytics.

Read on to learn about the most common questions
people have when evaluating mobile store solutions.



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1

HARDWARE

Which devices and operating systems can I use?

Most mobile solutions on the market today were written with a particular device in mind. They only work on iPad, for example. That may be fine for now, but at the rate mobile hardware is evolving, buyers need to know that their software will keep up.

Mi9 Retail took a different approach with Mosaic. HTML5 technology allows Mosaic solutions to run on a PC workstation, iPad, Android tablet or Windows tablet. That means that Mosaic isn't only mobile: it's cross-platform. Some solutions, such as Clienteling and Inventory Management, have also been optimized for the handheld form factor, like iPhone or iPod Touch.

Mi9 Retail's suite of mobile solutions for retail can be accessed from any Apple iPad 2 or newer or Android tablet running Google Chrome version 34.0 or newer. They can also be accessed from a PC or fixed POS terminal running Google Chrome version 34.0 or newer.

SERVICES

What services and support will I need?

Nobody knows your business' needs better than you. Perhaps you have awesome servers and knowledgeable people in-house, so you prefer hosting your own software. Maybe you're deploying clienteling for the first time, so you could use some help with cultural change. Whatever your service and support requirements may be, Mi9 Retail will meet you there.

Some examples of professional services you may want to consider include:

- Hosting
- SaaS (Software as a Service, or Subscription Model)
- Maintenance
- Project Management
- Integration and Interface Support
- Business Analysis
- Configuration
- Training (Train-the-Trainer, Remote, Classroom)
- Cultural Change
- Post-Implementation Support
- System Audits

FEATURES

What kinds of features should I be considering?

That depends on what you're looking to accomplish. The Mosaic platform was designed as a modular solution, so retailers have the flexibility to acquire and deploy only those apps they really need. As business needs evolve, retailers can always extend Mosaic's functionality by purchasing new modules.

We're always adding awesome new features to the applications in the Mosaic suite. Here's a **partial list** of some of the key features in the Mosaic applications:

Point of Sale

- Full Transaction Management
- Discounts and Promotions
- Layaways and Customer Orders
- Returns
- Clock In/Out
- Product Look Book

Clienteling

- Virtual Closet
- Task Management and Workflows
- Customer Preferences
- Wishlists
- Queries
- Communication with Templates

Inventory Management

- Transfer Send & Receive
- PO Receiving
- Barcode Scanning with Camera
- Physical Inventory
- Omni-Channel Inventory Lookup in Real-Time

Analytics

- Role-Based Dashboards
- Drill-Down
- Deploy User-Created Dashboards to Mobile
- Over 30 Retail-Specific Reports Included

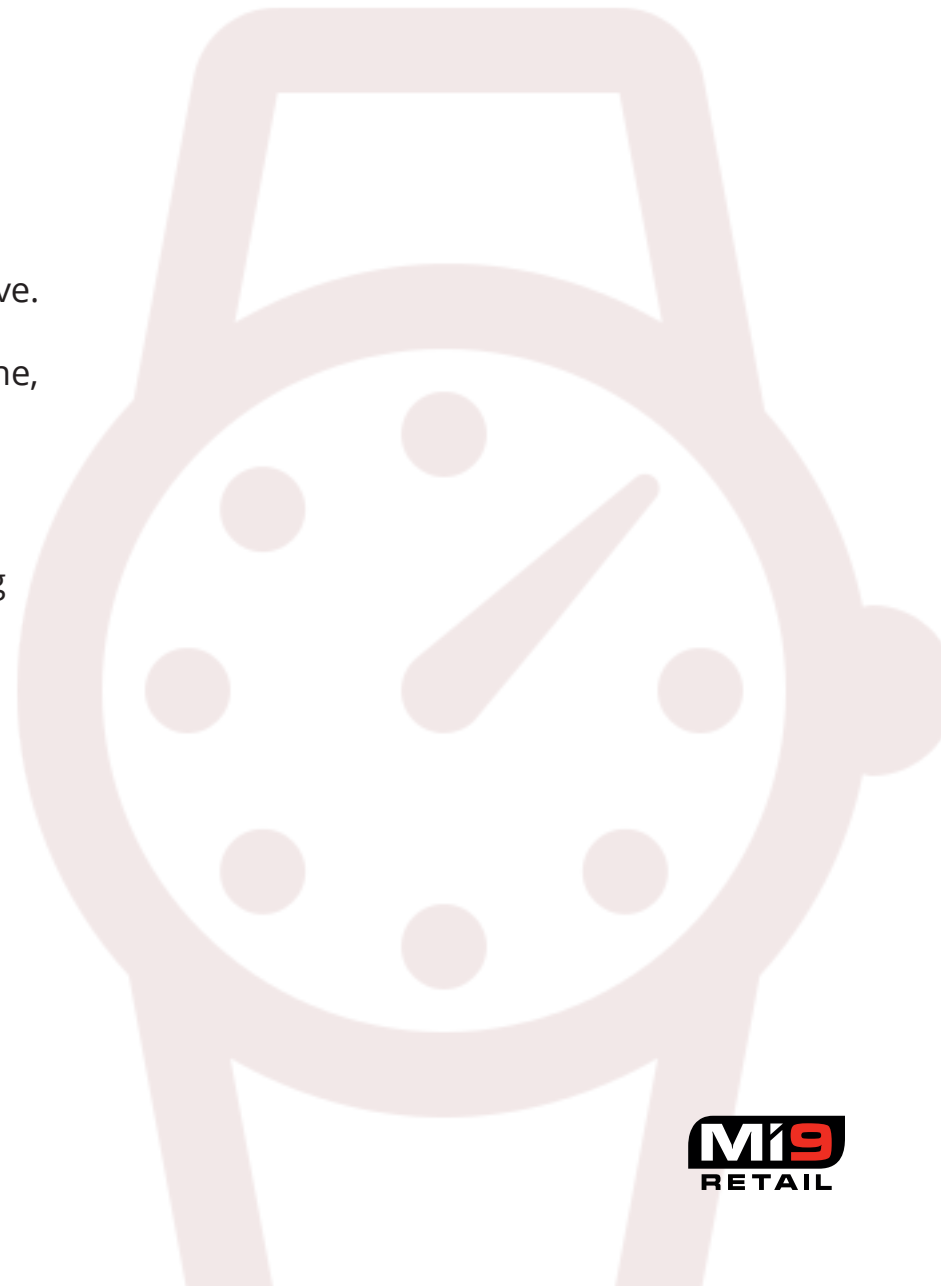
TIMELINE

How long will it take to implement?

Every implementation is unique, but most will take between 1 and 6 months. Our shortest implementation was fewer than 4 weeks from contract signature to go live.

Several factors can influence the implementation timeline, including:

- Number and Complexity of Third Party Integrations
- Customizations to the Software
- Data Cleansing Processes
- Availability of Your Resources for Testing and Training
- Cultural Change Processes





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DATA

How can I leverage my existing data?

Mi9 Retail provides a library of file layouts and an easy-to-use proprietary integration tool that requires minimal training. Once your files are mapped using the tool, your existing data stores for elements such as associates, customers, products, stores and transactions can be leveraged.

Successful integration efforts require a complete understanding of a retailer's current environment, data sources, and availability. At Mi9 Retail, we recognize the efforts most retail organizations have undertaken to cleanse and consolidate their records. We take these efforts into account in every project, and work with our retail customers to define the ideal source and location of data. Key aspects of integration such as data integrity, duplication and latency for each data type are carefully studied in every project.

You can perform as much or as little of the integration and import work as you desire. Mi9 Retail can also recommend partners who specialize in data enhancements such as address verification and de-duplications.

CONNECTIVITY

What changes do I need to make in the store in order to implement mobile?

All you need in terms of connectivity is a secure wireless internet connection to use Mosaic in your stores. Most often, no changes to the existing hardware infrastructure are required.

Because Mi9 Retail solutions operate in a centralized environment, applications connect in real-time to a server located wherever you choose. You don't need to invest your hardware dollars on store-level servers. This also means that you can quickly open new or temporary stores wherever an internet connection can be established: sidewalk sales, kiosks, pop-up shops or events.

In the event of a lost internet connection, you can continue to run Mosaic Point of Sale by connecting with Mi9 Retail's standalone solution, installed on any PC in the local network. The standalone solution includes a subset of the centralized database stored locally, with minimal information in order to keep the store operating in the case of an outage. When internet is restored, data will automatically be synchronized with the centralized database.

CHANNELS

My retail operations span across multiple channels. What does this mean for mobility?

Your customers aren't loyal to any one channel anymore. They may browse your website, then shop in your stores, or vice-versa. Maybe they shop across the channels, depending on what's convenient at any given moment. They expect a consistent brand experience no matter how they choose to interact with you.

What does this mean for mobility? Because Mosaic operates from a centralized database, your associates gain real-time visibility into data from anywhere.

Some examples of how omni-channel retail needs to be considered in mobile deployments may include:

- Customer Purchase History from Multiple Channels
- Inventory Lookup in Real-Time from Other Stores, Warehouses
- Promotions and Gift Cards That can be Used In-Store and Online
- Customer Orders for Pickup at Any Location or Shipping to the Customer
- Customer Management of Profile and Wish Lists Online

CUSTOMERS

How can I use mobility in my stores to provide amazing customer service?

By equipping your associates with mobile solutions, you empower them to provide more immediate, more personal and more informed service wherever the customer shops.

Some examples of how mobile solutions can be used to improve the customer experience include:

- Eliminate line-ups and process transactions from anywhere in the store.
- Service customers anywhere with easily-accessible and in-depth customer information.
- Bring the online experience to the store with Mosaic Look Book. Browse through an image gallery of products with your customer and make recommendations directly on the mobile device. If the item is out of stock, real-time omni-channel inventory lookup allows you to search for the product elsewhere.
- Eliminate non-selling time in the back store by equipping associates with Mosaic Inventory Management and freeing them to perform transfers and receiving from the store floor.

PAYMENT

Is your mobile POS solution PCI compliant? Is my data secure?

Mi9 Retail has provided PCI compliant retail solutions since the PABP standard was released in 2008. Our POS solution supports the latest point-to-point encryption (P2PE) technology to safeguard against threats related to security of sensitive card holder data. We can also recommend hardware devices that support P2PE for the most secure mobile solution available on the market today.

You retain the ability to accept payment from a bank terminal, so you don't need to invest in mobile peripherals all at once.

With regards to customer data, no sensitive information is ever stored on the local device. Whether you decide to self-host or use Mi9 Retail's hosting or SaaS deployment options, your data always remains your own.

EXTENSIBILITY

How can I make your mobile retail platform my own? Can I extend upon its capabilities?

Are your associates already using web applications or online tools such as e-learning portals or intranet resources? Enhance or add your own capabilities to the solution by developing apps that may be embedded on the landing page. That can hugely influence adoption in a positive way, since all the tools they need are located in a single place.

Other elements of Mosaic can also be configured or customized according to your needs: for instance, the background image and colours can be changed to match your own branding. Workflows and business rules can be configured to support existing business processes.

Mi9 Retail also loves doing custom development for our customers. We'll work with you to bring your ideas to reality. Because Mi9 Retail doesn't branch code, you will also benefit from changes commissioned by our customer community in subsequent upgrades.

Mi9 Retail, a premier provider of enterprise retail merchandising, business intelligence, e-commerce, and customer-centric software, empowers the world's most successful retailers to build strong personal relationships with their customers, process high volumes of transactions in real time and optimize inventory across all channels utilizing a single, accurate source of the truth. Built using cutting-edge technology, the software minimizes costs of ownership and provides the industry's fastest time to value.

Global Headquarters

12000 Biscayne Boulevard, Suite 600
Miami, FL 33181
T. 786.577.3200
www.mi9retail.com



North America | Europe | Asia Pacific