

# Drive Superior Experiences with Mobile Retail



Mobility is a key element of today's consumer journeys in-store, on-the-go and online. Why? Smartphones are an ideal shopping companion, offering speed and convenience wherever the consumer goes.

As a retailer, you've got to stay ahead of the competition in an ever-changing retail landscape—and it goes without saying that providing indispensable mobile experiences is essential in the battle for market share. Vynamic Mobile Retail helps you bring new, integrated mobile solutions to your consumers faster than ever, with the functionality and intuitiveness your consumers crave.

## **BOOST REVENUE WITH MOBILE**

Mobile app usage in the retail environment boosts consumer spend levels and share of wallet, and improves the overall consumer experience. Smartphone usage has proven to boost in-store conversion rates by double digits: consumers can gain more information and speed up their decision making process with a smartphone in hand. Having an agile mobile strategy in place that allows you to move swiftly is key. Vynamic Mobile Retail is an open, flexible solution that enables you to enhance your current consumer journeys with modular digital elements to improve the consumer experience. With Vynamic Mobile Retail, you can extend current journeys and add relevant mobile interactions where appropriate, to quickly accommodate for the elevated expectations of today's and tomorrow's mobile consumers.

## **TRANSFORM CONSUMER JOURNEYS**

Vynamic Mobile Retail empowers you to offer industry-leading mobile experiences to your consumers. Based on a set of retail-specific micro-apps, you can quickly create and extend mobile apps for the consumer journeys you choose to support. Analogous to Lego bricks, micro-apps offer a modular approach and let consumers interact with your brand through their mobile device with specific task-based functions, for example:

- Mobile payments
- Digital loyalty cards
- Mobile coupons
- Digital receipts
- Biometric authentication
- Mobile self-scanning

## **STAY AHEAD OF THE GAME**

Vynamic Mobile Retail provides fully functioning mobile apps comprised of micro-apps that shorten time-to-market and flexibly transform consumer journeys with mobile capabilities. The wealth of functionality in our app repository lets you innovate and enhance your mobile journeys fast. Offered as a cloud-based subscription service, you can scale your mobile strategy at the pace of your ambition. With Vynamic Mobile Retail, you stay ahead of the competition, releasing mobile apps to market more quickly and at a fraction of the cost you pay now.

**BUSINESS BENEFITS**

Digital platform designed to implement mobile solutions and innovations quickly:

- Extend and enrich consumer journeys with mobile capabilities
- Respond quickly to changes in (mobile) shopping behavior
- Implement digital innovations quickly and seamlessly

Respond to changing consumer behavior quickly by introducing new mobile elements:

- Micro-apps are modular, combinable and retail-specific
- Journeys can be enhanced easily by using standardized micro-apps
- Fast implementation for shorter time-to-market

Open retailing approach supports a seamless integration with production ecosystems:

- Device- and runtime-environment independent
- Available via a cloud-based subscription service
- Seamlessly embed mobility into your existing retail ecosystem

Part of Diebold Nixdorf’s global retail software solution suite:

- Your organization is supported by best practices and expertise that enhance consumer-centric journeys in a controlled manner
- Local presence and support available in 130+ countries

**VYNAMIC RETAIL SOFTWARE SUITE**

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniqlo, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

**WHAT IS DN VYNAMIC?**

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.

