

# Vynamic™ Mobile Retail: Harness the power of digital engagement in retail.

The line between consumer's online and offline lives has blurred. Today's consumers expect to use every channel available to make their shopping journey simpler, more intuitive and more informed.

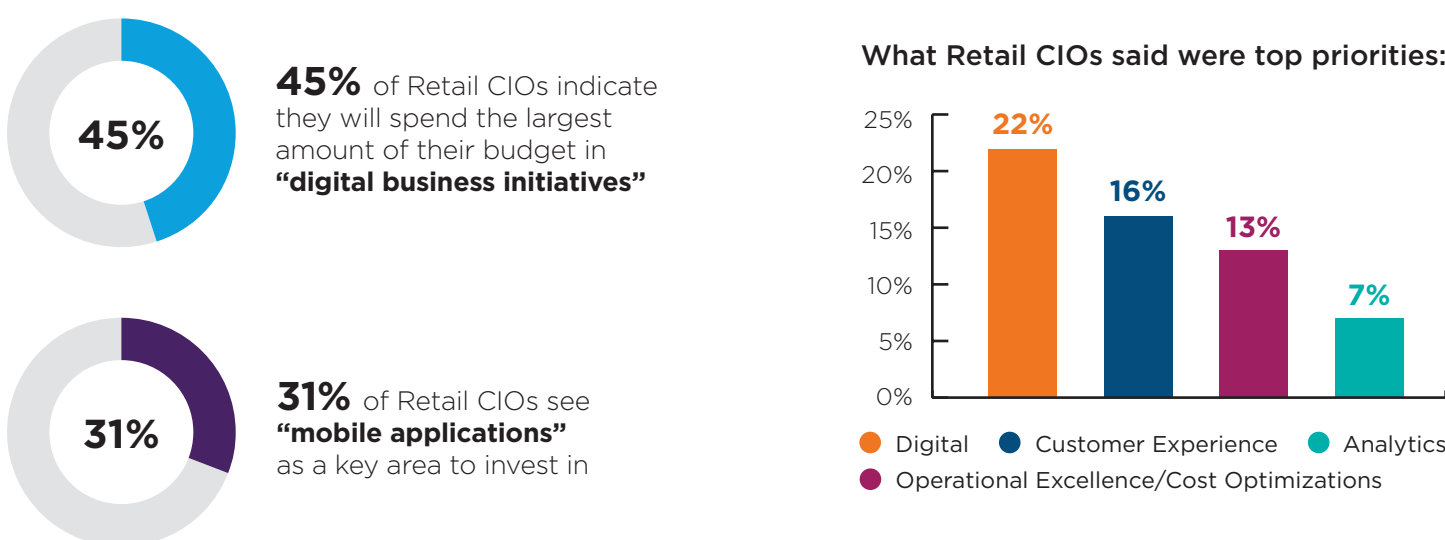
## Modern Consumer Behavior is Evolving



## All Paths Lead to "Mobile Retailing"

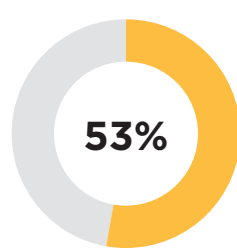
Digital initiatives grow revenue and win market share—but it's not an either/or proposition. Retailers must combine their physical and digital presence into one holistic environment that empowers shoppers to conduct their journeys however they see fit.

## Digital Enablement is a Top Priority Among Retail CIOs



## Retail Purchases Made with Smartphones are on the Rise

Digital retailing improves customer experience and operational excellence while providing a wealth of consumer data for analytical purposes. Today, nearly \$100 billion in purchases are made in physical stores by smartphone. By 2022, Forrester projects that number will increase to \$175 billion.



## Go Beyond the Standard

Offer a branded app that delivers everything you need, all in one place, and engage with consumers from beginning to end. DN Vynamic Mobile Retail is a customizable, out-of-the-box app solution with built-in retail knowledge. Based on standard building blocks, it lets you quickly adapt your mobile apps to meet ever-changing consumer journeys.

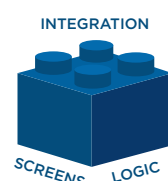
"Off-the-Shelf" App	Do-it-Yourself App-Building Framework	
<p><b>CONS</b></p> <p>"One size fits all" model</p> <p>Needs to be tailored and customized extensively (costly)</p> <p>Locked in to premade components/capabilities</p>	<p><b>PROS</b></p> <p>Fast</p>	<p><b>PROS</b></p> <p>Customizable</p>
<p><b>The Best of Both Worlds</b></p> <p>DN Vynamic™ Mobile Retail</p>		
		<p><b>CONS</b></p> <p>Provided with only the raw tools to construct your own app from the ground up</p> <p>Longer time-to-market</p> <p>Requires ongoing DIY maintenance after completion</p>

**With Vynamic Mobile Retail, you can:**

- Shorten your time-to-market
- Enable new shopping journeys
- Seamlessly integrate your app with the rest of your digital ecosystem

## The Power of Micro Apps

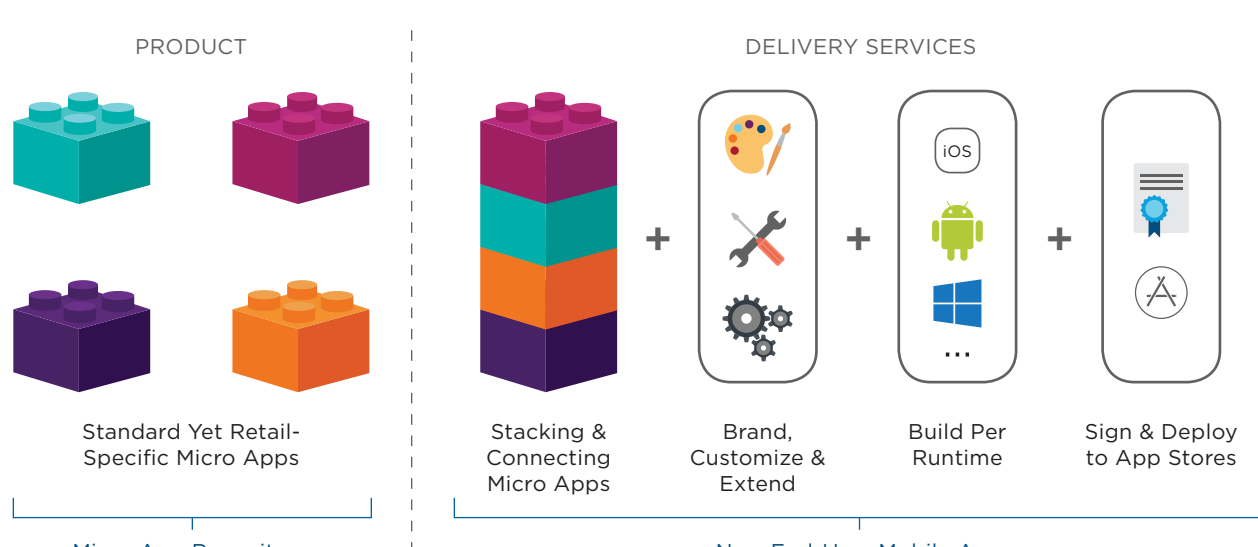
Unlike other solution providers who deliver one-off apps in lengthy customer-specific projects, we deliver a set of standard yet **retail-specific micro apps** out-of-the-box. These micro apps can be quickly assembled together into a full-blown retail app that flexibly supports today's and tomorrow's consumer journeys!



**Micro App:** A highly-focused, task-based functional component that can be run on a consumer's mobile device, consisting of one or more screens, retail business logic, and APIs to easily integrate with your existing retail infrastructure.

Power the Journey	Enhance In-Store Experience	Reduce Checkout Friction

Similar to toy building bricks, these micro apps can be easily plugged on top of one another to compose a new app, and could also be easily added to existing (3rd party) mobile consumer apps, to gradually extend digital functionalities.



Diebold Nixdorf delivers many different micro apps out-of-the-box, which are based upon our 50 years of in-depth retail experience.

## DN Vynamic Mobile Retail Advantages:

- Short time-to-market:** Allows retailers to compose and customize a new consumer-facing app based on pre-built micro apps 'building blocks'
- Flexibility in use:** Consists of clear APIs and can make use of the Vynamic Mobile middleware layer for orchestrating backend integrations dynamically
- Good maintainability:** Maintained and updated just like any other standard software product, ensuring retailers don't get stuck with a dedicated one-off project that they need to maintain themselves at higher costs
- Low development costs:** Developed based on a single codebase, using a low-code, high-productivity mobility framework, ensuring delivery of timely and low-cost functionalities

# Own the Advantage with Diebold Nixdorf's Vynamic Mobile Retail

Put your budget to good use by investing in the digital solution that will help you hit the mark and keep on running.

[Get Started](#)

