

*Streamline your  
communications —  
from the storefront  
to the back-end.*

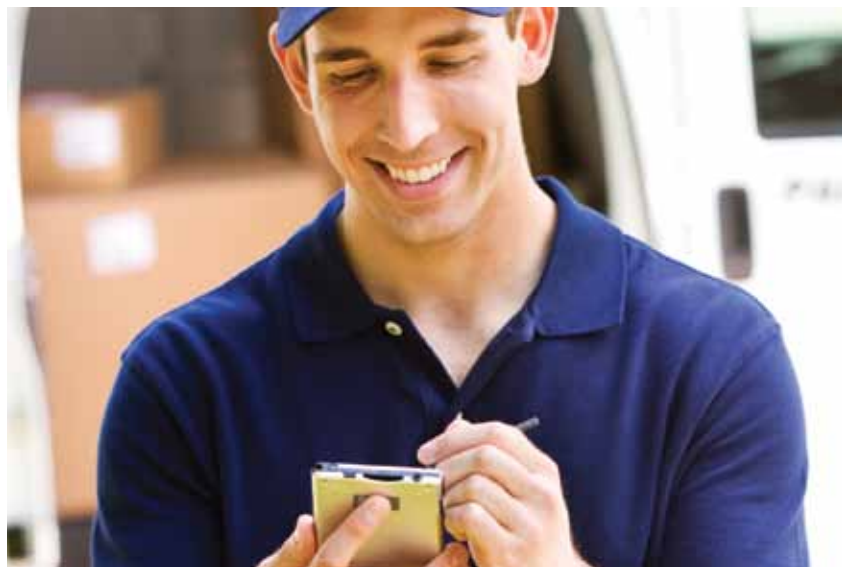
*There's nothing better for  
retailers than Now.*





## *Supply Chain Solutions* *Improve back-end efficiency,* *communications, productivity* *and customer satisfaction*

The retail industry must be able to optimize a multi-sourced supply chain for efficiency, cost reductions, greater inventory management and enhanced customer satisfaction. Managing a “glass pipeline” view throughout the supply chain provides increased security for loss prevention and critical data necessary to successfully manage leaner inventory levels. Managing inventory in an accurate and timely manner is crucial in the retail industry. Real-time inventory tracking will allow companies to move to a “pull” or “just-in-time” replenishment model, allowing them to find the right balance between carry-over and out-of-stocks. By implementing efficient management techniques, retail stores can respond to customer demands at a moment’s notice. With inventory management solutions from Sprint, operations improve across the business, from the warehouse to the front line.



**Case Study:** A major retailer

**Challenge:** Dispatchers needed a more reliable means of knowing where their delivery trucks were at any given time.

**Sprint Solution:** Using a GPS-enabled phone from Sprint they turned their employees’ phones into remote data collection and verification tools, which then communicated information directly to a desktop PC. The application was also installed in the main dispatch office, giving management a single view of all resources and routes.

### *Sprint’s portfolio of solutions helps:*

#### *Logistics Optimization*

- Manage pickup and delivery of business transactions from mobile phones and track inbound/outbound inventory accurately.
- Track vehicles, laptops and cargo to monitor the status of inventory assets in near real-time or historically.
- Enable real-time inventory tracking, ordering and delivery with suppliers and vendors.
- Automate information capture with an attachable bar code scanner, replacing cumbersome manual data entry and paper-based processes.
- Web-based technology allows you to easily export captured data from a secure server to your back-end systems and into reports or invoices.

#### *Inventory Control/Loss Prevention*

- Gain immediate access to inventory and customer data, decrease loss along the supply chain, increase inventory accuracy and deploy GPS-capable devices to monitor location of products and employees.

#### *Simplified Communications*

- Extend key information and applications easily and securely across the company, and instantly connect individuals or groups with the push of a button.

#### *Speed to Market*

- Enhance organizational flexibility to help speed store setup and to extend point-of-sale (POS) and sales force education.

#### *Network Security*

- Help protect the network by identifying and eliminating unwanted or malicious traffic, and help ensure critical resources and enterprise data are available and protected so that retailers can help keep their doors open for Web sales.
- Allow mobile workers to print, fax, spell check, track billable time and access documents while on the go.



## Storefront Solutions

Improve customer satisfaction and keep the customer coming back for more

The retail industry moves fast. With constantly changing products and services, it can be a challenge to keep stores running smoothly and maintain the highest levels of customer satisfaction. In addition, seasonal, temporary or even mobile stores must be ready to go at a moment's notice. Sprint recognizes these challenges and offers the technology and expertise to meet this unique set of needs.



### Sprint's portfolio of solutions helps:

#### Enhance the Customer Experience

- Keeps your sales staff linked to the customer through mobile POS devices.
- Provide employees access to corporate data or the Internet from virtually anywhere.
- Increase sales and customer satisfaction by using in-store wireless kiosks.
- Expand sales reach by quickly implementing mobile transaction kiosks when and where your customers are, all with the power of Sprint Mobile Broadband.

#### Loss Prevention

- Reduce theft with video surveillance connected to handheld devices.

#### Speed-to-Market / POS Backup

- Utilize Sprint's WWAN / MPLS network for new store openings without having to wait on expensive wireline connections and converged voice, video and data.
- Ensure business transactions won't be disrupted by wireline outages.
- Maintain planogram compliance with voice and picture service utilizing Sprint's NextMail® application.
- Leverage Sprint Mobile Broadband cards as backup to ensure your store stays open, and you can continue to make transactions.

#### Case Study: Large Casual Dining Chain

**Challenge:** Restaurant wanted to improve the guest experience by speeding up its curbside take-out service.

**Sprint Solution:** Sprint Mobile Broadband integrated with a handheld payment solution allows curbside attendants to process credit card payments at customers' car doors without needing to enter the restaurant.

## Mobile Employee Solutions

Smart ways to facilitate employee communications – whenever, virtually wherever

As business travel continues to grow, so does demand for secure platforms and applications that can keep traveling executives in the know and store service and delivery teams on schedule. Through forward-thinking strategic alliances and an unparalleled broadband wireless network, Sprint has solidified its position as a leader in mobile workforce solutions.



### Sprint's portfolio of solutions provide:

#### Network Accessibility

- Stay connected with one of the nation's largest mobile broadband networks, reaching over 269 million people (including roaming) and available in over 18,500 cities and over 1,800 airports from coast to coast.
- Provide instant connection through a laptop to the Sprint Mobile Broadband Network, where you can access corporate email, company networks, enterprise applications and databases.
- Quickly establish networks at new or temporary sites with Sprint Mobile Broadband powered routers and the pocket-sized MiFi™ 2200 by Novatel Wireless that supports up to five people at once.
- Link employees with guaranteed, sub-second connection times with Nextel Direct Connect®.
- Send audio emails directly from your phone with NextMail.

#### Unified Communications

- Enjoy office phone functionality and features where traditional wireline connectivity is inefficient, too costly, or impossible to deploy.

#### Case Study: Home Electronics Retailer

**Challenge:** Retailer wanted to streamline the contacts with its in-home service technicians.

**Sprint Solution:** Sprint Mobile Broadband devices enabled the mobile employees to access key business applications necessary to diagnose and repair home electronics. Nextel Direct Connect provides instant communication for the mobile technicians to reach advanced real-time technical support.



## *A profitable partnership with powerful retail connections*

Sprint has offered business solutions tailored to the retail industry for more than a decade. The following is a Q&A with Christopher Horner, Sprint's group manager of industry marketing, on how a communications partnership can help retailers streamline their organization and drive profits.

### **Q. Why does Sprint place such an emphasis on the retail industry?**

Our focus on retailers is a reflection of the critical role the industry plays in our economy and society – and the competitiveness they face. Whenever a company faces intense competitive pressures, technology is often the key to differentiation. And mobility and communications technologies certainly play a role in the industry – with Sprint being in a unique position to address retailers' needs.

### **Q. What is your approach to solving problems for the retail industry?**

First and foremost, we look at their business as if it is ours – asking the right questions so that we can fully appreciate their challenges, priorities and opportunities. We don't just sell mobile phones, we sell solutions. And to do this effectively, it's imperative that we fully understand their business and objectives.

### **Q. What solutions does Sprint offer retailers?**

Our suite of mobile solutions help retailers manage their business more effectively, with real-time access to critical information and

people. Whether it's Nextel Direct Connect, wireless kiosks, GPS solutions or applications focused on inventory management or CRM – all of these ultimately aim to help the retailer ensure their customers are happy. And it's not all wireless. Retailers are using MPLS VPN to combine voice, video and data services in a cost-efficient and dependable manner.

### **Q. What is the biggest technological/operational challenge retailers face?**

Supply chain visibility, bringing their products to the customer at the right time and place and squeezing costs out of their operations. Retailers need to know when an item is out of stock or expected to arrive. And they need the answer now, while they are on the sales floor. Is it in stock on location? Is it on a truck en route to the store? Having this information in the palm of their hands, standing in front of their customer, is incredibly valuable.

### **Q. How does Sprint help address these challenges?**

The great thing about today's wireless technologies from Sprint is that they provide new opportunities for retailers to track their inventory and expand their geographic footprint.

With Sprint's dependable mobile broadband network, the opportunities are endless. And the expansion of our 4G services takes this to a whole new level – with video streaming capabilities that can make the mobile kiosk much more than a transactional tool.

### **Q. Given that retailers are focusing a lot of attention on cutting costs in the down economy – have investments in new technology taken a hit?**

Even in times of economic turmoil, smart investments pay off. In fact, we're seeing that some retailers are more willing to evaluate new technologies because they no longer have a choice ... they must differentiate themselves from the competition or close their doors for good. Ironically, when things are going along swimmingly, there's not a ton of incentive to implement new technologies.

### **Q. What are the biggest trends you are seeing right now in IT, specifically mobile and wireless communications? What advancements are you seeing?**

Overall, we're seeing increased consideration and adoption of mobile applications. Businesses are finally starting to look at mobile and wireless technologies as a means to differentiate themselves from their competition. And those

controlling the purse strings are starting to realize this as well. I'm personally excited to see the impacts that faster wireless technologies like

4G have on business overall; however, in retail I expect to see technology play a significant role with enhancements in supply chain management, distribution and customer service.

### **Q. Where does Sprint see the most opportunity and greatest challenges in retail solutions over the next five to 10 years?**

We've talked a bit about real-time supply chain visibility. The other area of clear opportunity is the mobile storefront. Retailers need to

be able to offer their product wherever their customer is when they want or need that product. Mobile broadband lets retailers take the POS virtually anywhere. And 4G is opening the door to new solutions and capabilities we've never dreamed of before – all without having to lay wire and establish a traditional storefront. New applications will suddenly become feasible with 4G, ranging from security and monitoring to remote employee training and mobile advertising. Regardless of the economy, these are undoubtedly dynamic, exciting times, and we at Sprint feel fortunate to be in a unique position to help retailers through thick and thin.



**Christopher Horner,**  
Group Manager,  
Industry Marketing

# *Build a bottom line that keeps you ahead of the curve.*

There's much more to Sprint than a mobile broadband network that reaches over 253 million people. As your communications partner, Sprint is ready to deliver solutions that help you meet the challenges of today's competitive retail environment.

## *Connect your workforce*

Offering a wide selection of devices, applications and platforms, Sprint can customize a network program that connects your entire organization – ensuring consistency from the sales floor to the warehouse and every mobile point in between.

## *Improve your customer service*

From self-serve kiosks to automatic service call dispatches, Sprint can help you provide a better customer experience without increasing your payroll.

## *Maximize efficiency and profits*

Working with strategic partners including IBM and Cisco, Sprint creates retail-centric solutions that can help you streamline operations, enhance network security, save money and increase sales.

**Discover why more retailers are choosing Sprint.  
Visit [sprint.com/business](http://sprint.com/business) today.**



©2009 Sprint Nextel. Coverage not available everywhere. The Nationwide Sprint Network reaches over 275 million people. The 3G Sprint Mobile Broadband Network reaches over 253 million people. Offers & service plan features not available in all markets/retail locations or for all phones/networks. Restrictions apply. See representative or [sprint.com](http://sprint.com) for details.

**Sprint**   
The Now Network™