



# Responsive IT addressing new buying behaviours in the retail industry

Changing buying behaviours and a global economic downturn are but some of the challenges retailers are facing. A responsive and optimised IT infrastructure is critical for attracting customers and maintaining competitive advantage.

## Business Challenge

Retail is facing a turbulent time with changing consumer buying behaviours over an increasing number of channels, set within the backdrop of a global economic downturn.

For retailers, this places demands on IT for responsiveness and agility. Yet many organisations are challenged by aging IT infrastructures and critical applications in need of transformation.

Increasingly retailers are turning their attention to IT outsourcers to provide cost effective solutions to address these challenges. To meet the requirements of the highly competitive retail industry, any IT supplier needs strong skills, capability and a comprehensive UK-wide support reach. Most important is retail experience and a deep, demonstrable ability to drive out cost from IT whilst transforming it to deploy new delivery technologies.

## Why Computacenter?

With customers such as Marks & Spencer, Pizza Hut and Thresher, Computacenter has the experience and capabilities of providing business-aligned IT services to help retailers surpassing competition and remaining focused on their core business.

Computacenter's key strengths in Retail are:

- **Experience** – specifically in the retail market and its dynamic demand cycles, as well as appropriate technologies such as POS in high-street
- **Flexible financials** – approaches to offset transformation investment against the lifetime of an outsource as well as 'price per transaction' for infrastructure services to ensure alignment of your IT supplier behind your business imperative
- **Reach** – UK's largest vendor independent IT engineering force for hands-on support and provisioning of IT for direct store and outlet support

With our managed services, Computacenter can take on existing IT infrastructures and processes and transform them to meet the demands of retail today, not the very different climate in which they were provisioned. This means an intelligent approach to transformation through targeted replacement combined with re-purposing of the existing infrastructure.

*"The new managed service will enable us to provide a more efficient response to head office users, which means they will be able to focus on extending current and developing new offerings that will drive profitable growth."*

Damone Quigley, Head of Infrastructure and Application Services,  
Marks & Spencer

*"Computacenter are able to offer full 24x7 system administration and monitoring, which we could never do ourselves at an acceptable cost."*

*"Contracting Computacenter to manage all the infrastructure and technical support enables our internal staff to remain focussed on new initiatives and concentrate on adding value to the business."*

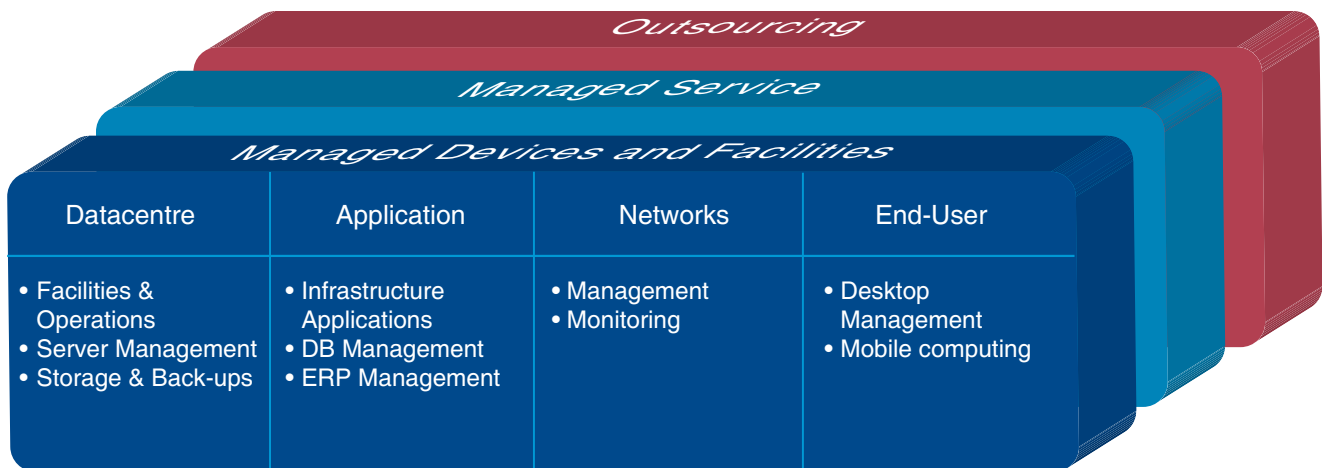
John Embrey,  
Head of IT, Betterware

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## Managed Services from Computacenter

Computacenter is a leading European provider of IT infrastructure services. Our managed services can reduce organisation's IT costs whilst increasing its efficiency, performance and value. We provide specific solutions filling gaps in the infrastructure provision, through to complete end-to-end IT infrastructure outsourcing. Our Shared Services Factory enables our customers to take advantage of proven, repeatable and ITIL-compatible processes that accelerate innovation, improve service quality and deliver cost savings.

## IT Infrastructure Services



*Computacenter provide end to end infrastructure services from sourcing, hosting, optimisation and management of the key IT functions of datacentres, applications, networks and end-user technology. The service levels range from a complete outsource to strategic managed services across the infrastructure.*

## Benefits for Retailers

- **Cost reduction** – reduction in operational cost through standardised processes and an intelligent approach to infrastructure refreshment, service improvement through onshore or offshore operations
- **Access to skills and capacity** – whether hands-on presence across the UK or on-demand access to processing, storage or application seats, Computacenter provide the resource required without retailers having to retain dedicated IT capability
- **Innovation and new technology** – Computacenter has the capability to provide multi-channel retail IT including POS, mobile and web-facing infrastructure services and solutions
- **Addressing demand fluctuations** – Computacenter offers its customers the benefit of UK's leading Service and Solution Centre providing on-demand capability as well as a safe non-operational environment to prototype new services

## What next?

To find out how Computacenter can help you, please contact Darryl Denton, Managed Services Specialist at [darryl.denton@computacenter.com](mailto:darryl.denton@computacenter.com) or via phone at 07801 453 757

## More resources

A guide to reducing your IT infrastructure costs. For a free online assessment, visit [www.computacenter.com/DTO](http://www.computacenter.com/DTO)