

Retail Solutions Guide

Your guide to improving efficiency and uptime in a retail environment

In today's increasingly technological world, every business stakeholder should realize the criticality of maintaining the availability of their network and, by extension, the importance of utility power. However, few are taking the necessary steps to protect themselves and their business from the potential consequences of downtime. If a power disruption occurs at an unprotected retail location, you would immediately be unable to carry out critical processes such as:

- Processing of credit/debit card transactions
- Internal communication
- Accurate inventory reporting and management
- Security monitoring and in-store theft prevention

These hardships are likely to result in significant revenue loss; however the actual consequences of downtime are likely to be much greater.

Even if you can manage to not let downtime affect your bottom line, there is no preventing the consequences downtime can have on your customers' perception of your business:

- After 2.5 minutes, customers will become frustrated if there is no progress in line
- 1 in 3 customers will abandon a line if forced to wait more than 5 minutes
- 50% of customers will avoid a retailer or brand in the future if they were forced to wait more than 5 minutes

While the loss of revenue is immediately apparent, the loss of loyal customers and a reputation that has taken years if not decades to develop can be catastrophic. The consequences of downtime don't stop there though. A lack of employee productivity will also occur when utility power is disrupted, in addition to the resources that must be committed to rectify the problem.

The following provides ways to calculate the cost of downtime for your retail business:

- **Cost of Productivity** = Employee Wage * Number of Employees * Time
- **Projected Loyalty Loss** = Revenue Lost * Repeat Sales Rate
- **Projected Reputation Loss** = Revenue Lost * Percentage of sales referred to on social media and shopping comparison websites

When these costs are added to costs associated with general sales transactions, it is apparent that every retail business should be committed to protecting their network and attached equipment. To ensure our customers' availability needs are met, APC™ by Schneider Electric™ has utilized decades of thought leadership and design expertise to develop innovative products that will keep your network and equipment up and running with legendary reliability. Our uninterruptible power supplies (UPS) — Back-UPS™ and Smart-UPS™ — are the answer to your availability needs. As their name implies, a UPS provides an uninterruptible source of power to your devices to guarantee that your network and attached equipment will remain available and operational. In addition to maintaining network connectivity during power outages, a UPS will protect attached devices from potential damage during outages and other power-related events — such as voltage spikes, a reduction in input voltage, noise or unstable frequencies — giving you, your business, and your customers the peace of mind you deserve.

In short, our solutions are positioned to:

- Protect and power valuable and expensive equipment
- Increase the availability of your network
- Offer manageable and adaptable solutions for any environment

So you can:

- Reduce risks
- Reliably predict performance
- Provide best-in-class service to your customers

1 in 3

Customers will abandon a line if forced to wait more than 5 minutes

2.5

After 2.5 minutes, customers become frustrated if there is no progress in line

50%

Of customers avoid a retailer or brand in the future if they were forced to wait more than 5 minutes

Small

Small companies suffer the most during periods of downtime, showing the least ability to generate revenue



by Schneider Electric

APC by Schneider Electric Retail Solutions:

A portfolio of solutions to meet all your power protection needs



Back-UPS and Back-UPS Pro

High-performance computer and electronics UPS for premium power protection of electronics and computers



Smart-UPS and Smart-UPS On-Line

High-density intelligent and efficient network power protection with scalable runtime. Ideal for servers, POS, routers, switches, hubs, and other devices



NetShelter™ Racks and Accessories

Universal IT enclosures with essential features and functionality to meet fundamental requirements of IT equipment in a variety of IT environments



UPS Management PowerChute™ and Network Management Card

Remote monitoring and management to allow safe system shutdown with power and energy management features for up to 25 servers and workstations

Loss of Utility Power Can Affect Many Different Business-Critical Applications



Point of Sale (POS):

Electronic equipment used to process sales transactions

Entry-Level Solution:

Back-UPS Pro

Recommended Solution:

Smart-UPS



Inventory Computer:

Helps maintain accurate inventory and forecasting

Entry-Level Solution:

Back-UPS Pro

Recommended Solution:

Smart-UPS



Security System:

Stores and displays images and video from security camera

Entry-Level Solution:

Back-UPS Pro

Recommended Solution:

Smart-UPS



Security Cameras:

Provides security for storefront goods and employees

Entry-Level Solution:

Back-UPS Pro

Recommended Solution:

Smart-UPS



Anti-Theft Alarm:

Prevents theft of products sold within the store

Entry-Level Solution:

Back-UPS Pro

Recommended Solution:

Smart-UPS and NetShelter



Telecom Closet:

Electric panels and rack-based IT equipment

Entry-Level Solution:

Smart-UPS

Recommended Solution:

Smart-UPS On-Line



Work smarter

At Insight, we'll help you solve challenges and improve performance with intelligent technology solutions.

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