

# Choosing a Platform for In-Store Technology

Why enterprises are turning to iOS

aila™

EXPERIENCE SEAMLESS.

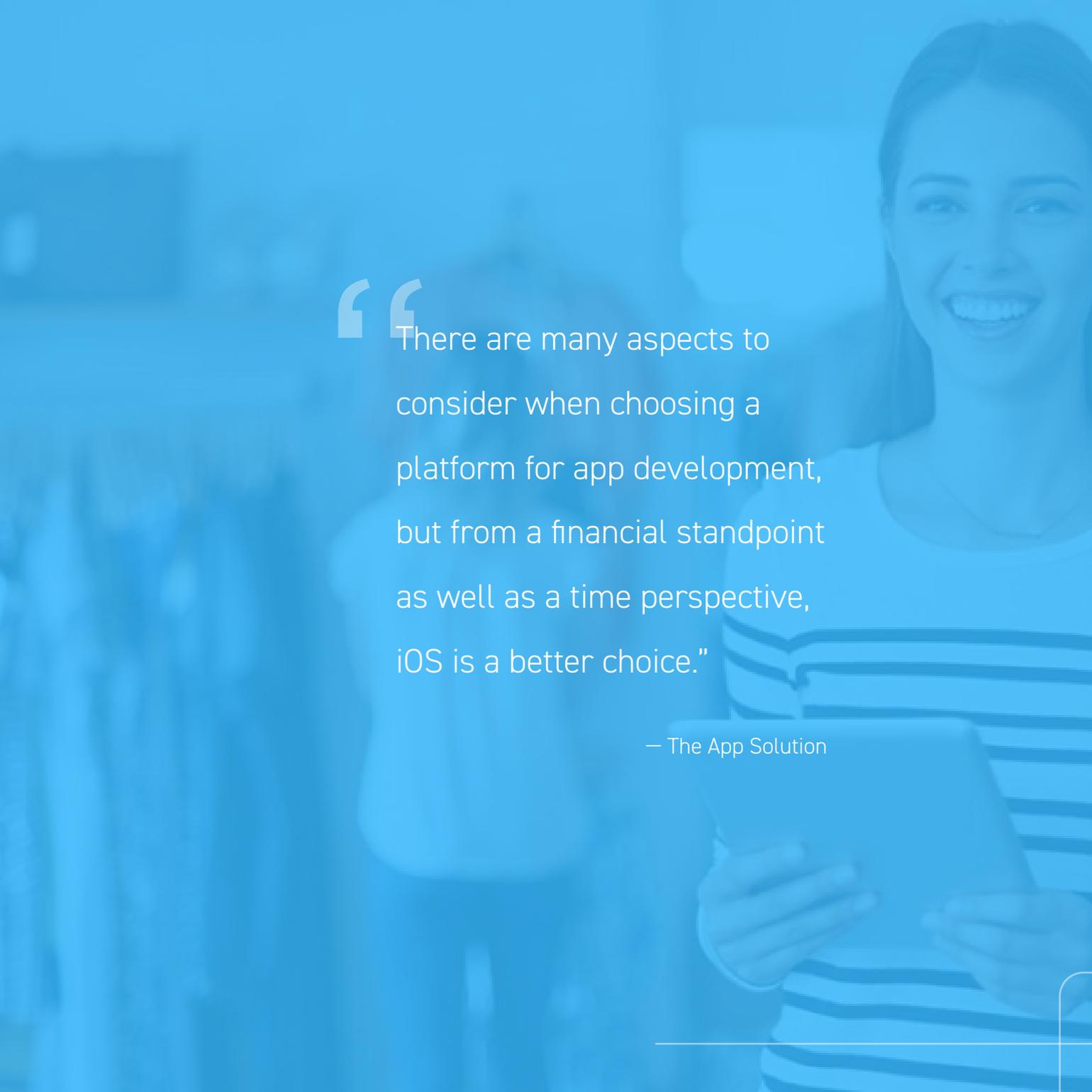
# Enterprise Retail Embraces iOS for Flexibility, Scalability

As digital transformation drives fast-paced changes in how consumers engage with brands, enterprise retailers need unparalleled versatility from their in-store technology stack.

Traditional in-store technology has featured custom-built hardware that delivers a single point solution—your price scanner, point-of-sale terminal, custom ordering station, product locator, and so on. This has led to an increasingly complex array of disparate, disconnected solutions, which can be a real headache to synchronize, upgrade, or expand.

As a result, enterprise retail is moving toward systems that can replace existing point solutions while also delivering the flexibility to enable new solutions and workflows. When considering new deployments, evaluations should include five key criteria:

- **EASE OF USE**
- **PRICE-PERFORMANCE RATIO**
- **PRODUCT LIFECYCLE SUPPORT**
- **SCALABILITY**
- **DEVELOPER ECOSYSTEM**



“ There are many aspects to consider when choosing a platform for app development, but from a financial standpoint as well as a time perspective, iOS is a better choice.”

— The App Solution

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# The Ideal Foundation for Innovation, Stability

Traditional retail technology consists of purpose-built hardware that was either designed for a single point solution— cost-effective, but low-performing from a versatility and customer experience standpoint—or multi-purpose— with impressive power and versatility that comes at a price point that can be prohibitive at scale.

With tremendous advancement of consumer-based technologies in recent years, modern enterprises now have an enticing new alternative to traditional retail technologies: tools that offer the versatility and rich feature set of expensive multi-purpose enterprise hardware, but at a price point that rivals the inexpensive, lower performing traditional point solutions.

Consumer devices are rapidly expanding their footprint in the enterprise as a cost-effective, powerful, versatile, expandable, innovative solution that offers unmatched price for performance.

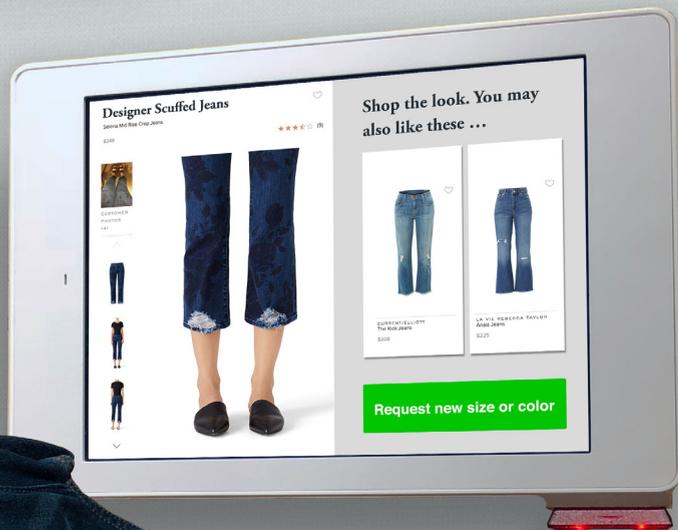
Leading retailers are increasingly leveraging the best-in-market consumer technology platform in their enterprise, and that is iOS.

This isn't a controversial conclusion: a 2017 report by file synchronization software vendor Egnyte found that 82% of work done on mobile devices was done on iOS. Here are some of the reasons why Apple's mobile operating system is the ideal foundation for in-store technology at the enterprise scale.

# 82%

of work done on  
mobile devices  
is done on iOS.

- Egnyte



## STREAMLINING IN-STORE TECHNOLOGY

# The Platform Consumers and Associates Know and Love

## Why iOS? Intuitive. Agile. Versatile. Powerful . . .

### LOW BARRIER TO ENTRY

Apple devices have been so successful in part because they are incredibly simple to use. Many of your customers already have one in their pocket; if they don't, they at least understand how to use one.

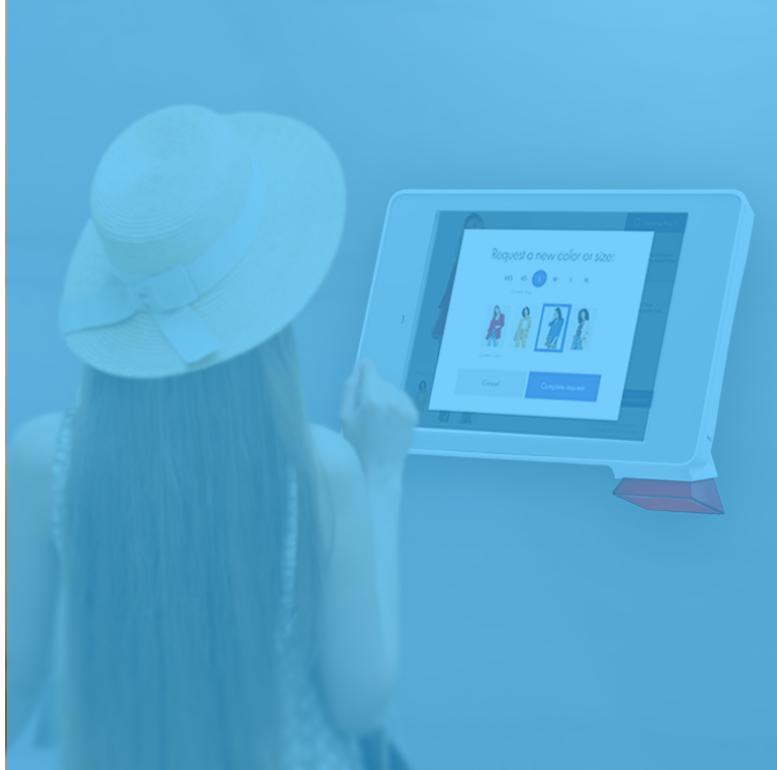
Likewise, your employees are also familiar with the intuitive design of iOS devices, which facilitates ease of entry and means less time training them on proprietary systems and less likelihood that they will make a costly mistake.

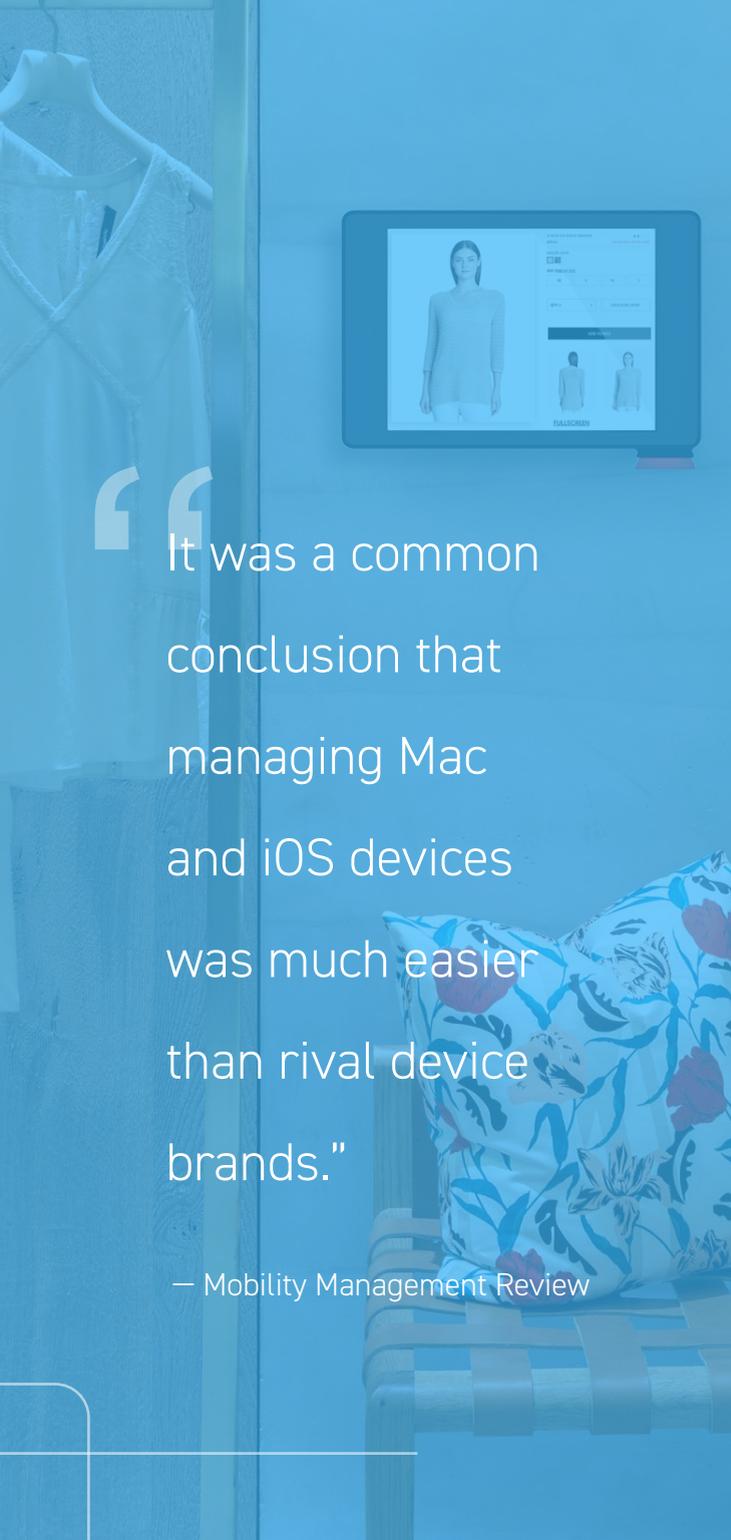
Ultimately, a system that is simple to use will be used. And that means a much higher likelihood

that your in-store tech will be able to do what you hired it for: engaging customers and empowering associates with touchpoints that improve the shopping experience.

### EASY TO MAINTAIN, SET UP AND UPGRADE

Apple's reputation for being easy to use applies to the backend as well. IT departments often find that iOS devices are surprisingly simple to manage, thanks to [built-in] capabilities like Mobile Device Management (MDM), which





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It was a common conclusion that managing Mac and iOS devices was much easier than rival device brands.”

— Mobility Management Review

allows for remote device wiping, locking, and Device Enrollment Programs, which automate software and configuration tailored to your deployment. A 2017 study about enterprise devices cited in Mobility Management Review found that, “It was a common conclusion that managing Mac and iOS devices was much easier than rival device brands.”

Apple stands alone as a high-quality, high-volume supplier. In addition to shipping over 100 million units per year, Apple’s iOS devices also lead the market in terms of computing power, stability, and security, while also delivering rich feature sets. No other single supplier comes close.

## **RICH DEVELOPER COMMUNITY**

Swift, the programming language behind iOS, is among the fastest growing computer languages in the world. Its rich developer network means you’ll be able to find plenty of ways to get support for your devices, both in the form of programmers and partnerships. In a direct comparison with Android, most app developers prefer iOS. This includes platform-agnostic developers

like The App Solutions, which concludes, “There are many aspects to consider when choosing a platform for app development, but from a financial standpoint as well as a time perspective, iOS is a better choice.” (Need more proof points to share with your IT department? This resource can help.)

## LONG-TERM VALUE

We mentioned this earlier, but it’s worth repeating: iOS offers unmatched bang for your buck. High-end tech solutions are great when you’re looking for a completely customized experience tailored to your needs. But they are as costly as they sound. iOS offers benefits that come close, and with a much more manageable price tag. While Android-based devices may seem appealing based on sticker price, lack of longterm support should immediately eliminate them from consideration. Android devices **barely support two-year product cycles**, which means fewer upgrades and shorter device life spans. Between issues with usability and security and the short refresh cycle, this can add significant cost, espe-

cially for large-scale deployments. Apple, meanwhile, offers support for its devices for up to **five years** after they are no longer manufactured.



Apple offers support for up to

**5 YEARS**

While Android devices barely support **2 year** product cycles, which can add significant cost to large-scale deployments.

iOS also makes it easy for IT departments to refresh and upgrade hardware fleets. Since Apple is behind both the software and the device hardware, all updates come from one place. Plus, those updates are pushed to every single device across your fleet; this is much more efficient than having to manually upgrade devices in the store.

An additional benefit to using iOS is Apple Financing, which offers leasing options—a nice-to-have for enterprises that are interested in acquiring a fleet of devices in one fell swoop.

## APPLE'S EYES ARE ON THE ENTERPRISE

Apple's expansion into the enterprise market was inevitable; its influence on the BYOD (Bring Your Own Device) movement was driven in part by the workforce's reluctance to put away their iPhones and iPads in favor of work-sanctioned devices.

Apple has doubled down since then, demonstrating its commitment to the enterprise space with a dedicated retail industry team.

Focused on building key partnerships with established business services leaders, Apple now works with IBM and SAP (which build apps specifically for enterprise customers), Cisco (which provides improved networking and edge security), GE (which brings IoT software), Accenture (which offers a dedicated iOS practice for enterprise clients), and Box, DocuSign and Roambi (which bring iOS-powered workforce solutions), among others in the space.

When combined with the fact that Apple is sticking to what it knows best (its time- and user-tested software), these partnerships illustrate how seriously the company is taking its foray into the enterprise space. iOS for enterprise is here to stay, and iOS-based offerings for the enterprise are only going to get richer and more robust.

If you're on the fence, rest assured: it's a good time to get in on it.



“ We have thousands of people using Apple devices across the enterprise... When you give people the intuitive devices that they know and love— tools to create new experiences and reach consumers in new ways—that’s when you start to see great things happen.”

— Frank LaPrade, Chief Enterprise Services Officer, Capital One

## AS VERSATILE AS IT IS POWERFUL

iOS functions as something of a one-stop shop when it comes to in-store tech. Much of its power comes from its versatility. An iOS-powered in-store kiosk, for example, may leverage its camera as a barcode scanner for price checking. Likewise, an iOS-powered handheld checkout device makes use of the responsive touchscreen for customer signatures. Between now-standard connectivity features like Wi-Fi, bluetooth, and beacons/NFC, and Apple’s impressive product design and build quality, iOS opens up a new world of possibilities when it comes to innovating powerful, effective, seamless in-store experiences.

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## ABOUT AILA + iOS

### THE INTERACTIVE KIOSK

With powerful scanning and retail-ready mounting options, the Interactive Kiosk enables and enhances core healthcare use cases.

### TRUESCAN TECHNOLOGY

Aila’s TrueScan technology transforms the camera on iOS devices into a fast, accurate, enterprise-grade optical scanner.



## LEARN MORE

Aila helps enterprises deliver streamlined workflows and seamless experiences.

Contact our sales team.

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