The Douglas Stewart Co.

reseller's EDGE

The New Retail Relationship

Effective strategies for building relationships with your customer

84% of Millennials report that user-generated content (UGC) has at least some influence on what they buy.

Source: Bazaar Voice

Hello!

iLuv Audio Mini™ Smart 6 Bluetooth™ Speaker

Portable Size, Powerful Sound

Big sound, small size using a powerful speaker and passive radiator this speaker delivers big, full-range sound.

App User-friendly app allows choice between wireless music streaming via Bluetooth or stream live FM radio.

Weather-resistant design protects from damage from leaks, spills, and splashes; this speaker is made for the outdoors.

Answer calls hands-free by pressing Play on the Audio Mini Smart 6.

Ready for emergencies, press and hold the power button for five seconds and the speaker emits a loud alarm sound.

Bluetooth® SMART READY

Color	DSC#	VendorName
Pink	68472	AUDMINI6PN
Black	68454	AUDMINI6BK
Green	68467	AUDMINI6GN
Gray	68468	AUDMINI6GR

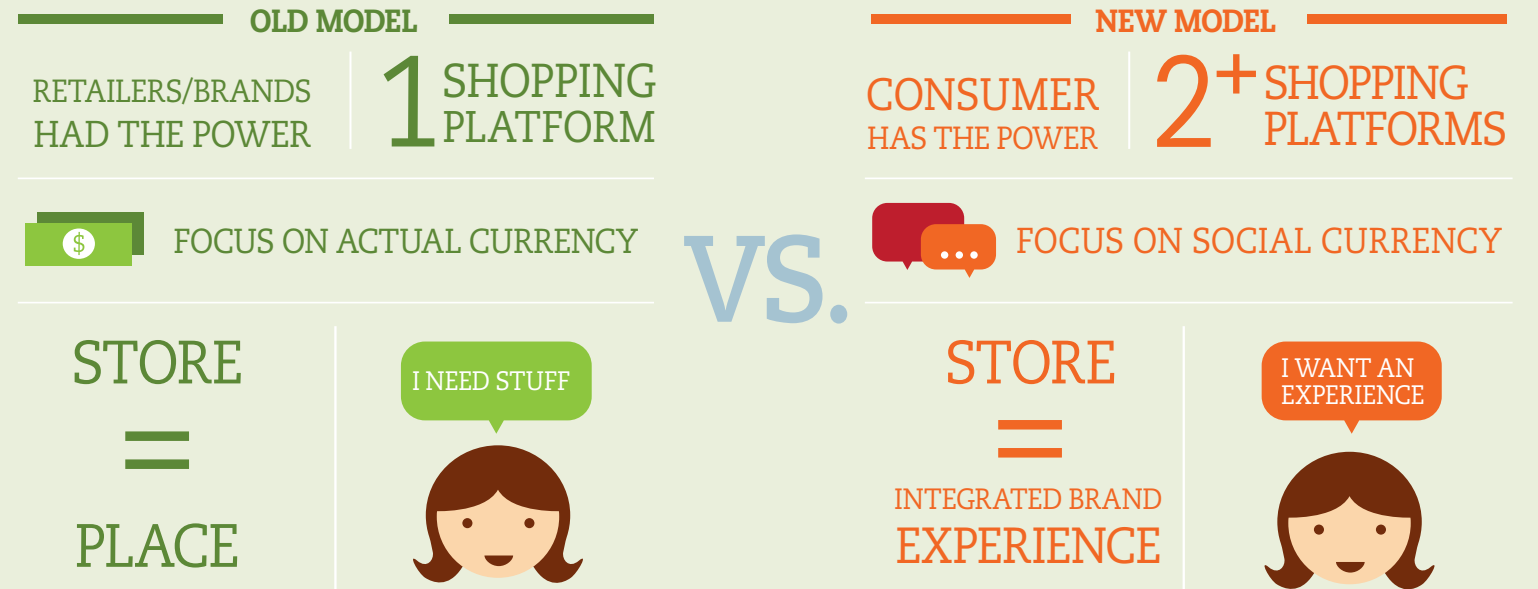Mln 1 | SRP $23.52 | Cost $17.14

iLuv®

Out with the Old, in with the New:
The Retail Relationship

Millennials have more purchasing power. These avid fans of technology and social media have drastically changed the retail landscape creating a new retail model. Success now lies in providing consumers more than what they've become accustomed to in the typical shopping experience. Building relationships give brick and mortar stores the extra edge that online stores cannot offer and relationships lead transactions. Embracing the idea that retail is the perfect opportunity to build relationships through creating experiences that are relevant, friendly, and most of all fun.
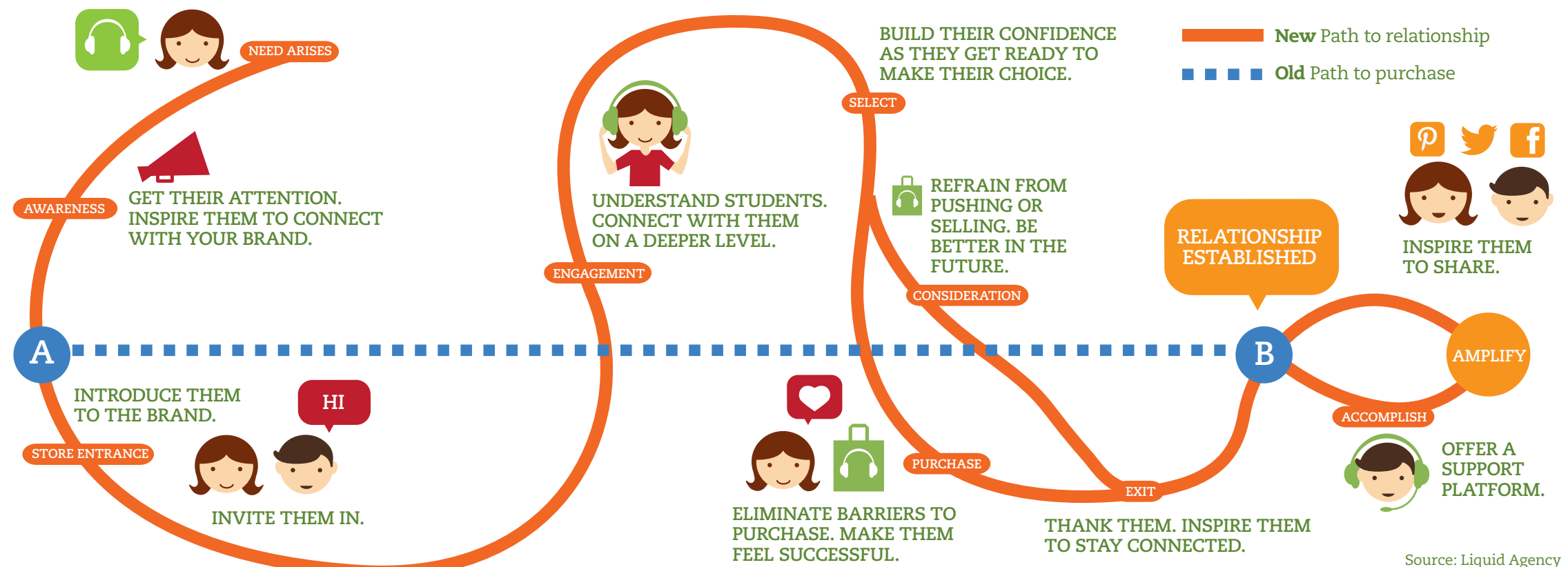
NEW CUSTOMER PARADIGM

Shopping in-store or with mobile, should feel like a first date that went really, really well. The interaction should work so well that it feels like the consumer is on an 8th date. The future of retail is social currency that will propel businesses forward and increase ROI. According to brand experience agency Liquid, retailers who invest in relationships and target conversations increase their sales by 50% without increasing their marketing budget.

1 ENGAGING EXPERIENCES HELP BUILD RELATIONSHIPS

2 RELATIONSHIPS LEAD TO MORE & BETTER TRANSACTIONS

OLD MODEL

RETAILERS/BRANDS HAD THE POWER

1 SHOPPING PLATFORM

$ FOCUS ON ACTUAL CURRENCY

STORE = PLACE

I NEED STUFF

VS.

NEW MODEL

CONSUMER HAS THE POWER

2+ SHOPPING PLATFORMS

FOCUS ON SOCIAL CURRENCY

STORE = INTEGRATED BRAND EXPERIENCE

I WANT AN EXPERIENCE

REDESIGNING THE PATH TO PURCHASE

New purchasing decisions require a new approach. New technological demands involve rethinking the customer's journey to make a purchase. Consumers are demanding more, they want more engagement and more rewards. Retailers are no longer looking to make a single sale, but foster a long-term relationship. Consumers who feel an emotional connection to a retailer are four times more likely to shop with them. Millennials are searching for a connection with their stores. Here's how to build that relationship:

NEED ARISES

AWARENESS
GET THEIR ATTENTION. INSPIRE THEM TO CONNECT WITH YOUR BRAND.

STORE ENTRANCE
INTRODUCE THEM TO THE BRAND.
HI
INVITE THEM IN.

ENGAGEMENT
UNDERSTAND STUDENTS. CONNECT WITH THEM ON A DEEPER LEVEL.

BUILD THEIR CONFIDENCE AS THEY GET READY TO MAKE THEIR CHOICE.

SELECT

REFRAIN FROM PUSHING OR SELLING. BE BETTER IN THE FUTURE.

CONSIDERATION

PURCHASE
ELIMINATE BARRIERS TO PURCHASE. MAKE THEM FEEL SUCCESSFUL.

EXIT
THANK THEM. INSPIRE THEM TO STAY CONNECTED.

RELATIONSHIP ESTABLISHED

INSPIRE THEM TO SHARE.

AMPLIFY

ACCOMPLISH
OFFER A SUPPORT PLATFORM.

— **New** Path to relationship
···· **Old** Path to purchase

A

B

Source: Liquid Agency

THOMSON REUTERS

ENDNOTE

Provide Students the Most Powerful Tool for Managing Research with EndNote X7

Provide your students the most powerful research and reference manager on the market with EndNote X7. EndNote X7 enables users to move seamlessly though their research process with flexible tools for searching, organizing, and sharing research, creating bibliographies, and writing papers.

Key Selling Features:

Find It — Students can search online databases, collect full-text articles, and auto-complete references.

Create it — The built-in bibliography maker can create and format citations in over 6,000 styles.

Store it — Students can organize, store, and mark up their research files from anywhere with synched desktop and online libraries.

Share it — Students can collaborate online within their team or across the global research community.

Match it — Journal matching suggests the best potential journals to publish research.

Description	DSC#	Vendor#	SRP	Cost
EndNote X7	37610	41504892	$352.88	$242.96
EndNote X7 Student	37612	41505892	$136.41	$128.09
EndNote X7 Upgrade	37611	41483128	$129.35	$121.46

THOMSON REUTERS

A compelling store narrative can be as much of a contributor to retail success as the customer experience. Share with your customers the story of who, what, where, when, and why. Who are you? What do you do—if your store goes beyond selling standard school supplies, make it known. When are you open? And why are you open—what does your store want to achieve?

Turn Your Words Into Action

With the Livescribe 3 smartpen and the Livescribe+ mobile app, users can simply write on paper and watch it instantly appear on their tablet or smartphone. Notes become more useful when they are tagged, organized, searchable and converted to text. Users can create tasks, reminders, calendar events, new contacts and more, right from their notes. They can use the mic on a tablet or smartphone to add recorded audio that's synced with their handwriting so they can be sure they'll never miss a word. They can quickly share notes and ideas with friends and colleagues. Get more done in less time—all with just a few quick taps of a finger.

DSC# 39192 | Vendor# APX-00016 | Min 1 | SRP $176.41 | Cost $175.87

livescribe ™

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Google play

Download on the
App Store

reseller's EDGE

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Create Better Stories
Avid Media Composer

Avid® Media Composer® is the industry's leading professional film and video editing system. From student films and projects, to big-budget films and commercials, Media Composer empowers students with the editorial skills and edge needed to jump-start a film career. See what's new with Media Composer.

Export QuickTime-wrapped DNxHR
Now featuring QuickTime codecs for DNxHR media allowing users to perform a QuickTime Movie exports or QuickTime Reference exports of higher than HD resolution media.

Export DNxHR as OP1A MXF
The Avid editing application now supports exporting DNxHR as MXF OP1a wrapped media. Users can output up to 16 channels of audio and ancillary data!

GPU Support on Mac for AMD and NVIDIA Cards
Effects acceleration by GPU is now available on the Mac platform, including the latest Mac Pro®.

Support for XAVC-I UHD and 4K Writeback
Users can now create XAVC-I UHD and 4K masters directly from Media Composer.

Support for Pro Tools | Duet and Pro Tools | Quartet
Monitor 5.1 surround sound or use the microphone pre-amp for audio punch-in.

Improved XAVC-I UHD and 4K Performance
General performance improvements of the 4K experience as well as faster decode of XAVC-I media.

DSC# 37241 | Vendor# 9935-65687-00 | SRP $347.06 | Cost $327.35