

The New Retail Relationship

Effective strategies for building relationships with your customer

IFC

Say Yes to Back-to-School
Specials from Dell

Page 1

Unbelievable Portable Sound
from iLuv

Page 3

Latest Calculator Colors
from Texas Instruments

Page 7

Find, Use, and Share
Research with EndNote

Page 9

Reinvent the Way You Take
Notes with Livescribe





Millennials value authenticity more than content. **43% of millennials** rank authenticity over content when consuming news. They connect with people not logos.

Source: forbes.com

Dell recommends Windows.



Give your brilliant ideas a boost and save big.

Buy a PC \$699+ and get a \$200 Dell Promo eGift Card* for use toward a TV or thousands of items on Dell.com.

Get a \$200 Dell Promo eGift Card

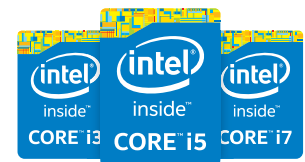


Inspiron 13 2-in-1 7000 Series featuring Intel® Core™ processors.

Contact your account manager to receive a Dell POP Kit. The kits feature a variety of flyers, posters, postcards, and monitor blades; to be placed around your store and campus. Can't wait that long? Download select assets today on The Douglas Stewart Company Dell Info Center website.



Powerful performance for any device.



*Free Promo eGift card offer: Card is emailed about 20 days after successfully completing registration at www.identit-e.com/dellpromo2015; Dell Promo eGift card expires 90 days after issuance (except where prohibited by law). Terms and conditions apply. See Dell.com/giftcard/promoterms. **Trademark:** Inspiron is a trademark of Dell, Inc. Intel, Intel Core and Intel Inside are trademarks of Intel Corporation in the U.S. and/or other countries.



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.



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.



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

MIn 1 | SRP \$19.99 | Cost \$13.19





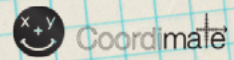
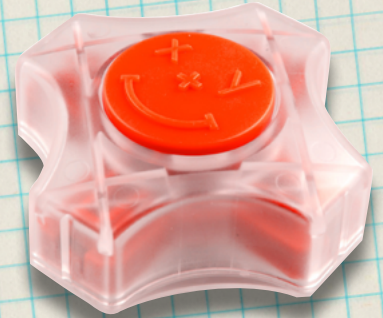
Listen to what your customers are telling you. Look to social media for guidance, what comments and questions are consumers asking, and see how your store can modify sales practices.

Meet the CoordiMate Cartesian Graph Maker

CoordiMate is a self-inking, quick drying, and pocket sized graph stamp. This stamp is just over 2.5 inches and is made from recyclable materials with a non-toxic butterfly ink. CoordiMate is perfect for most pencil cases and includes a durable quick snap EVA pouch.

Color	DSC#	Vendor#
Yellow	72173	CORD3CYUSBCP
Red	72175	CORD7CRUSBCP
Blue/Yellow	72177	CORD11BYUSBCP

Min 1 | SRP \$12.99



Sony Comfort Fit Earbuds

It's Music for Your Ears

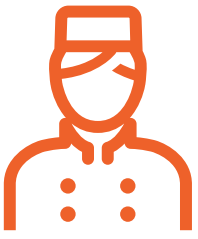


Users will always be in fashion with the variety of colors to compliment users' style. From heavy metal to their favorite TV show, users will enjoy the powerful bass from 9mm drivers units and high-resolution treble. These hybrid silicone earbuds are designed for comfort and sound.

Color	DSC#	Vendor#
Black	42528	MDREX15LP/B
Blue	42529	MDREX15LP/L
Violet	42531	MDREX15LP/V
White	42532	MDREX15LP/W

Min 1 | SRP \$14.99 | Cost \$9.14

SONY[®]



Mobile apps turned personal concierge. Apps can now point out where users can find their favorite products and alert when they are on sale.

Source: entrepreneur.com



Classic Calculators in Bright-New Colors!

Key Features

- Solar and battery powered
- One- and two-variable statistics
- Basic scientific and trigonometric functions
- Two-line display
- Fraction features
- Conversions
- Edit, cut, and paste entries

Color	DSC#	Vendor#
Pink	40305	30XIIS/TBL/1L1/AZ
Black	10017	30XIIS/TBL/1L1/J
Lime Green	10011	30XIIS/TBL/1L1/BC
Blue	10025	30XIIS/TBL/1L1/BA

Min 1 | SRP \$17.00 | Cost \$10.83

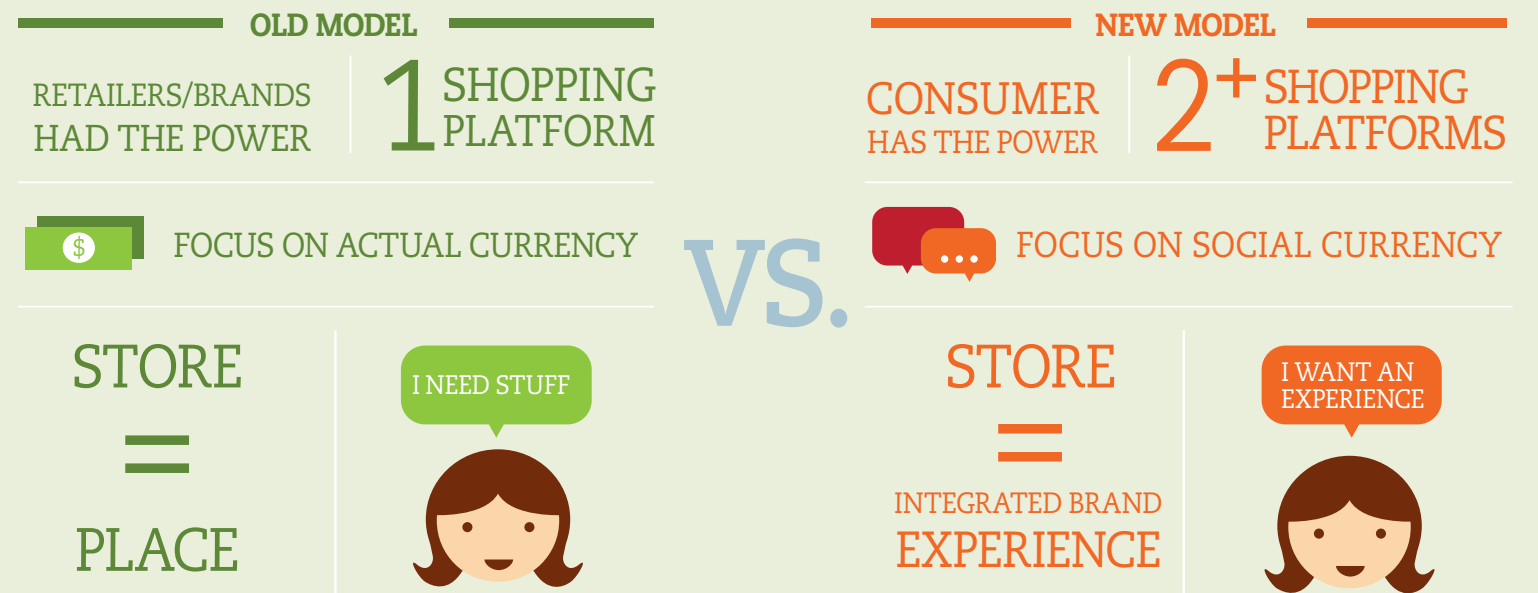


Out with the Old, in with the New: The Retail Relationship

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.

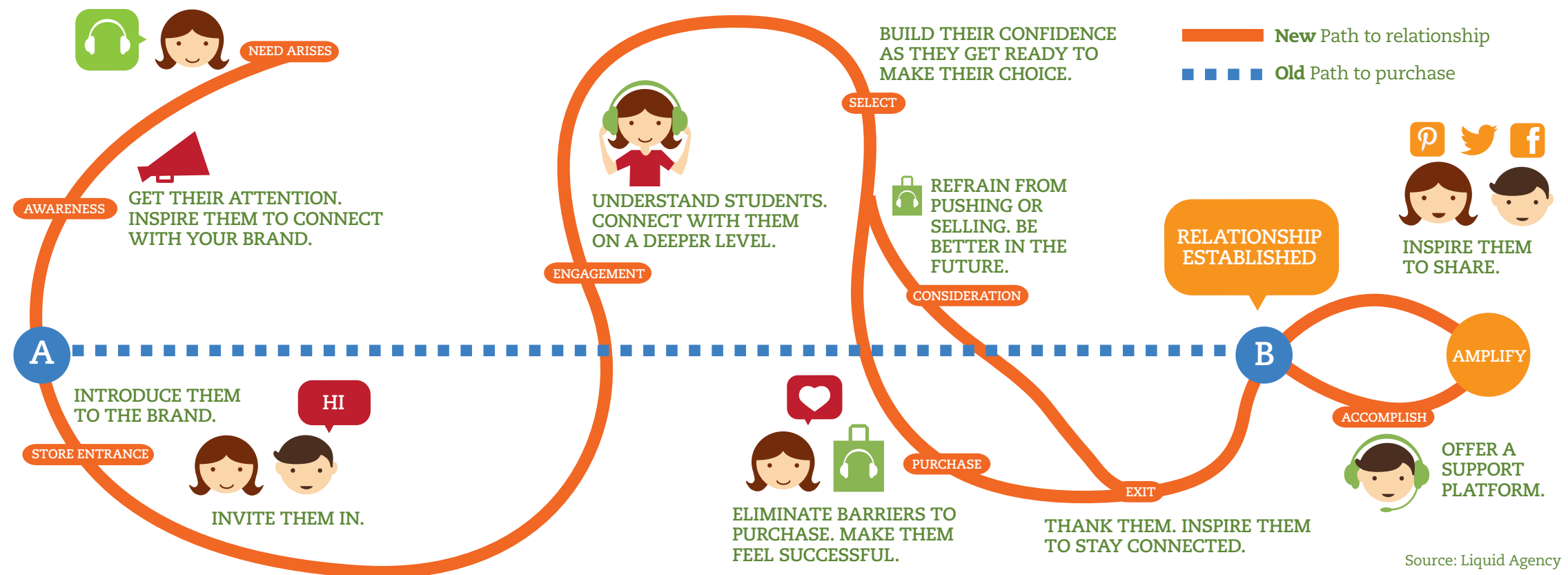
NEW CUSTOMER PARADIGM

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.

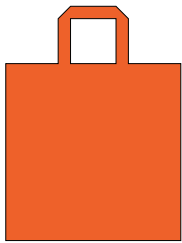


REDESIGNING THE PATH TO PURCHASE

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:



Source: Liquid Agency



Personalize the shopping experience down to the store's inventory. More Millennials are tied to brands and experiences they love. Feature more athletic gear if your campus has a large fitness following or nursing scrubs if it's a popular major.

Source: entrepreneur.com



MOVE ON YOUR TERMS

Yurbuds® Bluetooth® Earbuds

WOMEN'S SERIES LEAP 100 BLUETOOTH EARBUD

Headphones Yurbuds LEAP Wireless in-the-ear earphones offers signature sweat-proof and comfortable sport earphones. With exceptional sound performance, a microphone with easy one-touch audio control and 6+ hours of music and call time with audible and visible battery alerts, these earphones will go everywhere.

DSC# 59596 | Vendor# YBWNLEAP01ANWAM
Min 1 | SRP \$99.99 | Cost \$60.24

LEAP 100 BLUETOOTH EARBUD HEADPHONES

Earphones ergonomically made for a more secure fit, LEAP Wireless For Women in-the-ear earphones are made for women. These earphones offer 6+ hours of music and call time, visual and audible battery alerts and easy audio control; all without wires to get in the user's way.

DSC# 59489 | Vendor# YBIMLIBE01BLKAM
Min 1 | SRP \$99.99 | Cost \$60.24

LIBERTY 100 BLUETOOTH EARBUD HEADPHONES

Yurbuds Liberty Wireless behind-the-ear earphones feature exceptional sound performance, a microphone with easy one-touch audio control, and 6+ hours of music and call time with audible and visible battery alerts. Enjoy the signature sweat-proof, comfortable fit these sport earphones offer!

DSC# 59486 | Vendor# YBIMLEAP01BLKAM
Min 1 | SRP \$99.99 | Cost \$60.24





Sophisticated displays such as a smart display allow customers to access a full range of sizes, colors, and features for any product— not to mention they are fun!

Source: digital.pwec.com

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 through 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	\$299.95	\$186.91
EndNote X7 Student	37612	41505892	\$115.95	\$98.54
EndNote X7 Upgrade	37611	41483128	\$109.95	\$93.44



Engagement goes beyond the walls of a store, **62% of millennials** say that if a brand engages with them on social networks, they are more likely to become a loyal customer. Appreciate your customers on social media!

Source: forbes.com

Moshi—Stay Connected

USB Charging Cables

FEATURES

- Licensed USB 2.0 cable with Lightning™ connector, compatible with the latest iPhone®, iPad®, and iPod® Touch.
- Reduces electromagnetic interference through an aluminum encasement.
- Durable and long-lasting charging device.



CABLE LENGTH

- 3.3ft/1m
- 10ft/3M



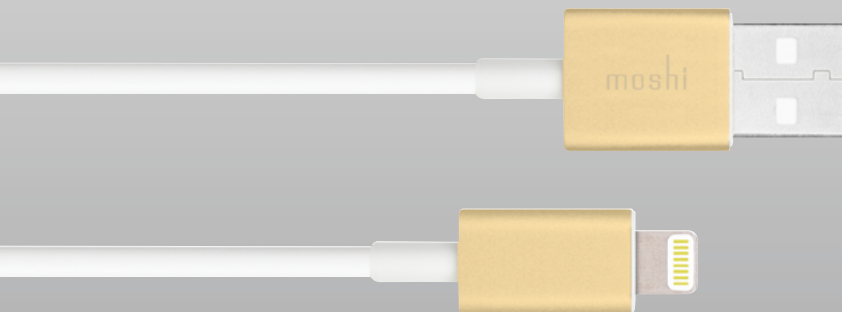
COMPATIBILITY

- iPhone 6 Plus, iPhone 6
- iPhone 5s, iPhone 5c, iPhone 5
- iPad Air 2, iPad air, iPad (4th generation)
- iPad mini 3, iPad mini 2, iPad mini
- iPod touch (5th generation)
- iPod nano (7th generation)



AVAILABLE IN

- Gold
- Black
- White



Color	Length	DSC#	Vendor#	Min	SRP	Cost
White	1M	35902	99MO023119	1	\$20.00	\$13.86
Black	1M	35903	99MO023006	1	\$20.00	\$13.86
Gold	1M	41483	99MO023221	1	\$20.00	\$13.86
White	3M	41484	99MO023118	1	\$30.00	\$19.28



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?

Source: PwC: Achieving Total Retail



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 \$149.95 | Cost \$124.96





2402 Advance Road
Madison, WI 53718

reseller's **EDGE**

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
MADISON, WI
PERMIT NO. 1042

0434.07.2015

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 \$295.00 | Cost \$251.83

