

## The IT Convergence Reshaping Merchant Experiences

### ScanSource

Customer expectations have been redefined by eCommerce, and those expectations are now reshaping the technology that powers in-store experiences. From handheld point-of-sale (POS) devices and cloud-based platforms to the Internet of Things (IoT), emerging technologies are converging to transform how merchants operate and how solution providers deliver value.

For solution providers, these changes aren't just new tools; they're powerful tailwinds that can propel business forward. By expanding offerings, strengthening customer relationships, and leaning into advisory and integration services, today's solution providers can future-proof their success and deliver greater value to merchants.

#### The evolving role of solution providers

Solution providers have built success by combining technology, integration, and service into complete solutions. But as merchants adopt mobile POS, IoT-enabled operations, and cloud-based systems, solution providers are being called to do even more.

Merchants now expect connected ecosystems instead of standalone solutions. They want unified data, secure networks, and seamless experiences for both customers and employees. That shift is creating new opportunities for solution providers to extend their reach into networking, cybersecurity, cloud integration, and strategic advisory services.

#### 1. Networking infrastructure

The foundation of any connected merchant environment is the network. With IoT sensors, handheld POS devices, and digital displays operating across the store, dependable connectivity is essential. The IoT in retail market is expected to grow at a 25.9% CAGR through 2032, reaching USD 57.3 billion by 2024 (Source: [Fortune Business Insights](#)).

This growth represents an opportunity to become the trusted networking partner designing, installing, and maintaining secure, scalable networks that connect everything from checkout to back-office systems.

#### 2. Data integration and systems support

Modern merchants are driven by data. From POS and CRM to eCommerce and inventory, they rely on connected systems to streamline operations and improve decision-making. Handheld POS devices, combined with IoT connectivity, enable real-time updates and customer insights (Source: [1nce.com](#)).

Solution providers can lead in this space by offering data integration, cloud migration, and analytics support—helping merchants connect every point in their technology ecosystem. With ScanSource’s support and technical expertise, partners can deliver end-to-end visibility and performance across every store.

### 3. Strategic advisory services

Merchants need partners who can guide them through an increasingly complex technology landscape. Solution providers who act as strategic advisors—offering roadmap planning, ROI modeling, supplier recommendations, and change management—can strengthen relationships and build recurring revenue.

According to [Digitalisation World](#), advisory and solution-architect roles are rapidly replacing traditional resale models. Partners that embrace this evolution are positioning themselves not just as sellers, but as strategic partners in digital transformation.

#### Recognizing the challenges

Even with strong momentum, the market faces familiar challenges:

- **Integrated systems adoption:** Turnkey, cloud POS models can bypass traditional hardware sales.
- **Software expertise gap:** Many solution providers must expand to include cloud, analytics, and integration.
- **Enterprise self-reliance:** Larger retailers often build internal tech capabilities.
- **Intense competition:** Differentiation depends on speed, service, and specialization.

To stay ahead, solution providers can:

- **Evolve offerings** beyond resale to include integration, device management, and analytics.
- **Double down on networking**, the backbone of all connected retail solutions.
- **Build recurring revenue** through managed services and advisory programs.
- **Differentiate through expertise**, know retail technology inside and out.

#### Why now?

The opportunity is clear and the timing couldn’t be better.

- The global **handheld POS market** is projected to grow from **USD 30.07 billion in 2024** to **USD 74.07 billion by 2033** (Source: [Grand View Research](#)).
- **Retail IoT** adoption continues to accelerate.
- **Retailers’ technology expectations** are rising to meet the demands of Millennial and Gen Z consumers (Source: [Deloitte](#)).

[ScanSource](#) helps partners capture opportunity, build new capabilities, and deliver complete solutions across payments, networking, security, and cloud. With access to industry-leading suppliers, specialized training, and end-to-end support, you can expand your offerings and future-proof your business.