

The New World of Point-of-Sale (POS)

Intel®-based POS solutions do much more than just ring up sales. They can simplify managing a business—enhancing marketing, pricing, inventory control, customer service and much more.



Today's POS solutions are a critical retail "touchpoint"—a location to complete transactions and deepen customer engagement. Mobile and fixed POS solutions deliver a wide range of options.

Small businesses have long relied on electronic cash registers to process payments and generate receipts. But now many are turning to point-of-sale (POS) systems: intelligent, connected, versatile solutions that provide a full range of sales and payment processing capabilities—and much more.

POS systems are a critical "touchpoint" for today's retailers—a location where the opportunity exists not simply to complete a transaction, enhance the customer relationship and streamline the business. POS systems today can play a role in marketing, pricing, and inventory control.

Increasingly, today's POS systems are mobile. POS systems enjoy a broad range of form factors, little to large, fixed to mobile. Sales associates can use these devices anywhere in the store to answer questions, provide information and process a sale. Waiters in a restaurant can record selections electronically at tableside. Customers can even use their own mobile devices as POS solutions. Touch screen capabilities and enhanced software interfaces designed for specific markets all add to the functionality.

In short, today's new POS solutions are smarter, more connected and more versatile than ever—opening up a new world opportunity for small businesses.

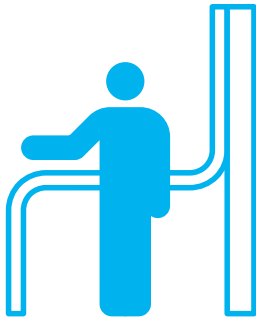


▶ Putting POS capabilities on tablets and other mobile devices is creating a wide range of opportunities for retailers, restaurants, health clinics and others to streamline operations and deliver a faster, friendlier customer experience.

Use POS Solutions to Enhance Customer Interactions

Taking advantage of information managed by the POS system to:

- Personalize interactions with the customer
- Enhance revenue by offering cross-selling and upselling recommendations
- Create more effective marketing campaigns based on past history and known preferences
- Easily track and manage loyalty and gift card capabilities



► Today's POS systems are multi-function, able to scan and weigh items, handle credit cards, checks and cash, keep track of loyalty points and many other tasks.

The Omni-channel Experience

Today, people shop and buy things online, on their smart phone and, of course, when they are out and about visiting stores and restaurants—every retail channel gets a workout in today's "omni-channel" world.

Restaurants need to be able to handle orders that come in over the phone, the Internet (including social media, such as a restaurant booking via Facebook*) and from people walking through the door. Stores must be able to handle online orders, returns, exchanges and more regardless of where or how the purchase was made.

Today's POS systems are designed for this omni-channel world, providing a full range of capabilities to support in-store sales, e-commerce and more.

A Complete View of Customers

The right POS solution can take the information available from credit card and mobile payment processing and deliver a 360-degree view of a customer's activity, including purchases, returns, and participation in promotions and special offers.

A POS solution designed for delivering a holistic view of customer purchases makes it possible to share information without barriers, including with legacy systems. Without requiring IT expertise, marketing personnel can tailor promotional programs and implement and fine-tune new offers.

Enhancing the Business

Today's POS solutions integrate with systems for accounting, inventory management, pricing, property management, purchasing and more, helping to streamline a wide array of business functions, such as:

- Keeping track of inventory
- Issuing reorder alerts
- Tracking what was sold and paid to help drive better deals with suppliers

A POS Option for Every Business

In the past, cash registers performed a single function: supporting the checkout.

Today's POS systems are multi-function, able to scan and weigh items, handle credit cards, checks and cash, keep track of loyalty points and many other tasks. POS software is available that is specifically designed for vertical markets: specialty retailers, restaurants, hotels, services businesses and more. These POS software packages typically come with scores of features to capture the widest range of transactions possible.

POS systems come in a range of shapes and sizes. The improved resolution and touch screen capabilities of today's LCD screens—combined with more powerful processors—have made POS systems easier to use, speeding their ability to handle transactions. Accessories can be added to address specific business requirements, such as signature capture or digital signs for added marketing.

The Mobility Revolution in POS

Putting POS capabilities on tablets and other mobile devices is creating a wide range of opportunities for retailers, restaurants, health clinics and others to streamline operations and deliver a faster, friendlier customer experience.

Here are three typical-use case scenarios for mPOS:

Streamlining Operations

Putting POS on a mobile device and making it possible for customers to be checked out anywhere in the store streamlines the in-store experience. Customers love the speed, and retailers get real efficiency as well. A traditional POS solution takes up a huge amount of floor space; now that space can be reallocated, e.g., to display more products. A well-designed mobile POS solution is going to be far more cost-effective than the traditional fixed retail unit, creating savings that lead to more POS systems per store.



Saving Sales

When a customer is in the store, but wavering on making a purchase, a sales associate equipped with a mobile POS solution can intervene and “save the sale.”

This is a key way to enable the one-on-one interactions that help counter showrooming and also address common causes of lost sales, such as product not being in stock.

Building Relationships

Success in retail has always been about relationships. The merchant knew his customers and anticipated their needs. A mobile POS solution can help businesses build these relationships again by:

- Empowering sales associates to provide an exceptional and uninterrupted in-store customer experience
- Delivering the power of e-commerce to store associates, including deep product content, cross-selling suggestions and enterprise inventory visibility

- Providing a 360-degree view of the customer across all selling channels, including past purchases as well as customer style and brand preferences
- After the customer leaves with a newly purchased product, sending a relevant follow-up

Delivering Value to Your Business

POS systems have grown in popularity primarily because of the value they can deliver:

Increasing Revenue

- See sales patterns—by day, by hour, by season—and adjust inventory to maximize sales
- Identify items that frequently sell in pairs (e.g., flashlights and batteries) and rearrange for upsells
- Identify peak selling hours and increase staff during those times
- Implement a loyalty program to encourage repeat business and bigger transactions

- Use graphical customer displays for point of purchase promotions
- Sell advertising spots to vendors for an additional revenue stream

Lowering Costs and Increasing Efficiency

- Reduce or eliminate order inaccuracies
- Eliminate double entry of orders
- Automatically calculate and create restocking orders to e-mail to vendors
- Get audit trails that let you know what’s happening in your business even when you’re away

Improving Customer Relationships

- Allow your employees to spend more time on the floor helping customers and less time behind the counter
- Take advantage of rechargeable gift cards, and charge accounts
- Know who your customers are and what they’re buying so you can create meaningful marketing campaigns that target the right customers with the right incentives

Why Rely on Intel® Technology

Intel is a leader in supporting a wide selection of innovative POS solutions and addressing the critical requirements for user experience, Total Cost of Ownership (TCO) manageability, content management and performance measurement:

Wide Selection of Solutions

There's an Intel® processor for every kind of POS solution—from the most basic stationary POS solution, to a handheld tablet device to integrated POS systems connecting scores, if not hundreds, of locations. Because all Intel® processors use a multi-core architecture and offer a common language environment, solution developers can easily integrate devices, applications and processes, resulting in solutions that can easily grow and adapt to changing needs.

User Experience

A POS system is going to be used by sales associates and customers more than any other technology. That makes fast performance and enhanced graphics essential to the success of POS solutions. Intel is ready. For example, Intel® Core™ processors have an integrated graphics processor that delivers the extra thrust needed for rendering graphics at the highest possible level.

TCO Manageability

Small businesses rely on their POS for day-in and day-out performance and typically are not in a position to dedicate resources to management. Being able to easily handle software upgrades and diagnose and repair malfunctioning systems is critical. Intel® Active Management Technology (Intel® AMT), a feature of Intel® Core™ processors, makes it possible to fix a wide range of systems issues, even when the operating system is down. This is designed to reduce downtime and eliminate the need for onsite service calls or dedicated technical staff.

Managing Content

POS systems are a critical touchpoint—providing an opportunity to deliver content that can drive sales and enhance the customer relationships. Making sure the right content appears at the right time is key to making the most of this opportunity. Intel® Retail Client Manager is software specifically designed for managing content across all kinds of consumer touchpoints.

Measuring Performance

A business can gather information about the people making purchases and use this information for planning and marketing purposes. Intel® Audience Impression Metric Suite (Intel® AIM Suite) technology gives retailers the power to anonymously

identify the characteristics of each shopper and dynamically adapt marketing messages accordingly.

Security

The addition of new consumer-facing systems—mobile POS, kiosks, interactive signs—to today's retail environment is expanding the "footprint" for customer engagement, but also increasing the vulnerability to individuals that have criminal or malicious intentions. Intel solutions embed capabilities such as application whitelisting that can prevent malware from ever compromising or infecting a POS system or other device.

Learn More

POS solutions are about much more than simply handling the sale and generating a receipt—they do all of that and provide a range of capabilities designed to enhance overall business performance. POS systems are a critical part of the new generation of technology solutions that are transforming today's retail environment, delivering better, more profitable in-store experiences.

Intel® technology is driving this transformation. Get more information on POS systems including updates on how the technology is evolving, examples of how businesses are using them and steps you can take to put today's POS solutions to work in your business.

Intel® Technology Provider

For more information, visit
<http://www.intel.com/content/www/us/en/retail/retail-pos.html>.



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