



Brochure

# Reinventing the customer experience

HP has what you need to personalize the experience and keep your customers coming back

# The future of retail: It's all about the experience

Building customer loyalty is first and foremost about the brand experience—across all channels. Providing a personalized experience is key to turning consumers into loyal customers.



# Reinventing the customer experience

HP enables retailers and hospitality operators with the tools they need to empower their employees with the broadest portfolio of in-store solutions from traditional point-of-sale to mobile. Whether it's the barista at the coffee shop or the associate at a clothing store, HP has what you need to personalize the experience and keep your customers coming back.



## Style and innovation without compromise

Make a statement without saying a word and allow your brand to stand out with technology that offers aesthetically appealing designs and innovation—without compromising on the stability and reliability that you depend on to run your business.

## Performance you can count on, protection you can trust

Deliver the convenient, consistent service that your customers expect—no matter how large or small your business is. HP Retail Solutions combine the power and performance you need to keep business moving, with built-in protection to help secure your critical assets.



## Flexibility you want, functionality you need

Whether you need a traditional POS system and a host of peripherals for every outlet from Toledo to Taiwan, or something more mobile to serve your customers out on the sales floor, HP can meet your unique business needs.

“Developing engaged and empowered field or store employees yields a 16.5% year-on-year improvement in KPIs related to sales, customer engagement, and customer satisfaction.”

EKN Next Gen Retail Employee Engagement & Empowerment Survey, 2015

“70% of retailers report consumers will wait 5 minutes or less before they abandon a purchase and leave the store.”

Retail Industry Executive Survey 2013  
TimeTrade Systems

# Deliver exceptional customer service and grow your business

## HP Point of Sale Systems

Deliver the convenient, consistent service that your customers expect with technology solutions that you can count on.

### HP RP9 Retail System

#### An exceptionally elegant all-in-one

Deliver a stylish and engaging experience to your customers with the modern, versatile HP RP9 Retail System, an all-in-one that combines powerhouse performance with reliable engineering.



### HP RP7 Retail System

#### The elegant powerhouse

Effortlessly integrate this sleek, stylish system that redefines the all-in-one with a solution you can customize. Choose from latest Intel® processor technologies and storage options, touchscreen technology, and integrated peripherals.

### HP RP2 Retail System

#### Sleek, stylish, and great for small spaces

Add a touch of class with this compact all-in-one with a 14-inch (35.5 cm) diagonal touchscreen that fits wherever you need it. Tailor the system with your choice of operating system, touch technology, and integrated peripherals.



### HP RP5 Retail System

#### The platform for every retail detail

Manage your retail business from the front of the store to the back — with a robust, extended lifecycle retail platform that's equally at home at the point of sale (POS), within a kiosk enclosure, or behind the scenes.

### HP MP9 Retail System

#### Powered to perform

A compact, powerful, retail solution designed for a broad range of deployment scenarios that include point of sale, digital signage, back-office, and self-service kiosks.





# The flexibility to meet customer needs anytime, anywhere

## HP Mobile Solutions

Adapt the sales flow to meet customer needs and deliver an exceptional experience.



### HP MX10 Retail Solution

#### Meet your sale—at the counter and throughout the store<sup>4</sup>

Be everywhere your customers are with HP's convertible solution that combines all the advantages of mobile and traditional point-of-sale in a single solution.<sup>8</sup>



### HP ElitePad Mobile POS Solution

#### Meet your customers where they are<sup>3</sup>

Use the HP ElitePad and HP Retail Jacket with built-in barcode scanner and magnetic stripe reader (MSR) to react quickly to your customers' unique needs, right where they are.<sup>3</sup>



### HP ElitePad Mobile Retail Solution

#### Expand what you can do<sup>3</sup>

Add your choice of third-party payment devices to the HP Retail Case<sup>2</sup> and turn your HP ElitePad<sup>1</sup> into a powerful tool. With Intel Inside<sup>®</sup>, you can deliver great customer service that works seamlessly with your installed applications.



### HP Pro Tablet Mobile Retail Solution

#### Bring the checkout to your customers

Create an efficient, mobile, customer-focused retail operation by combining the power and performance of the HP Pro Tablet 608 with the flexible payment enablement<sup>7</sup> capabilities of the HP Retail Case 8.



### HP Pro Tablet Mobile Payment Solution

#### Take mobile commerce to the max

Pair the HP Pro Tablet 608 with the HP Payment Jacket and the Verifone e355 mPOS terminal to create a flexible mPOS solution that enables you to connect your sales channels and deliver digital commerce right to the customer.<sup>6</sup>

“Retailers who update POS hardware to adapt to mobile device driven sales improve customer engagement and increase cross-sell by 22%.”

The New Age of Store Operations, Retail TouchPoints, 2015



# Build the solution that's right for you

## HP Retail Peripherals

From barcode scanners to receipt printers with a variety of cash drawers and displays in between, customize your POS solution to fit your unique needs.



### Retail Displays

Deliver an enhanced experience to both your customers and store associates with the eye-catching family of HP retail displays that come in a variety of sizes and both touch and non-touch options .



### Receipt Printers

HP offers a variety of high quality receipt printers to choose from in order to fit your unique business needs. From a multifunctional MICR device to value-priced thermal receipt printers, count on HP to meet your receipt printer needs.



### Barcode Scanners

Choose from a simple 1D linear scanner to scanners that offer extended functionality including omnidirectional scanning, 2D and stacked code scanning, and even wireless models for added flexibility.



### Cash Drawers

HP offers both standard and heavy duty cash drawer options as well as a range of localization options for universal use globally.



### Keyboards and MSRs

HP offers a variety of data input devices from a range of POS keyboards to magnetic stripe readers (MSR) to complement your unique POS requirements.



### Integrated Peripherals

HP offers a variety of integrated peripheral options for each of the all-in-one platforms and select retail displays that complement their sleek designs and save valuable counter space. From barcode scanners, magnetic stripe readers and fingerprint readers to customer-facing displays in a range of sizes from 2 x 20 up to 15.6" (39.6 cm), HP gives you the ability to maximize your space without compromising on functionality.

## Retail

Creating an exceptional customer experience is critical, no matter how large or small your business. HP offers retail technology with the power, performance, and flexibility you need to keep customers coming back for more.







## Specialty Retail



### Maximize your capabilities

Built for maximum configurability and flexibility, HP Retail Systems are sleek and stylish with compact footprints that can free up valuable counter space.



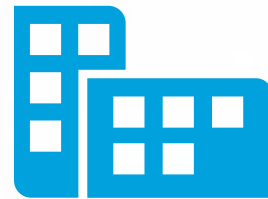
### Get out on the floor

Enhance the customer experience by arming sales associates with HP Mobile Solutions to look up information about customer preferences, access inventory information on the fly, or even complete the transaction without leaving the customer's side.



### Give customers choice and convenience

Offer choice and convenience with the ability to deploy a number of HP's retail systems as self-service, interactive solutions that enable customers to look up product information, check available inventory, and place orders within the store.



## Department Store



### Customize your retail system

Flexible and powerful systems easily adapt to operate as POS, back-office, kiosk, or digital signage.



### Get out of the back office

Optimize store manager productivity with HP Mobile Solutions that allow them to schedule employees, look up inventory, or access real-time sales numbers right on the sales floor.



### Information at their fingertips

Deploy a number of HP's retail systems as convenient self-service solutions and your customers can access additional inventory, place orders, and review their rewards while in the store.

## Restaurants

Consistent, quality service is critical to running a successful restaurant. Technology can help provide more information to the customer, increase order accuracy, reduce wait times, and most importantly, improve the customer experience.





## Quick-Serve Restaurants

### When M-F, 9 to 5 won't do

Built to withstand the rigors of a restaurant environment, HP Retail Systems are designed to run 24 hours a day, seven days a week, 365 days a year. Offering maximum configurability, HP offers both fan-based and fan-less options to meet various needs.



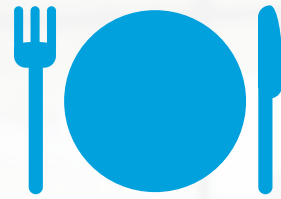
### Get business moving

Increase your speed and efficiency. HP Mobile Solutions give you extra capacity during breakfast, lunch, and dinner rush times when lines get long and customers don't have time to wait.



### Serve up satisfaction

Deploy a number of HP Retail Systems for use as convenient, easy-to-use, self-service solutions for customers to place their order without waiting in line.



## Table Service Restaurants

### Restaurant ready

Perfect for server stations, HP Retail Systems deliver an intuitive, comfortable user experience in both a fan-based and fan-less design for maximum performance in a variety of environments.



### Keep orders flowing

Enhance the customer's dining experience and increase server efficiency with HP Mobile Solutions for table-side ordering and convenient transaction processing.



### Serve up satisfaction

Deploy many HP Retail Systems as convenient, easy-to-use, self-service solutions for customers to pre-order, check loyalty rewards, complete satisfaction surveys, or play promotional contests.



## Food and Drug

Retail technology is critical to success in the food and drug industry. To ensure smooth, productive operations, stores must leverage technology to create an efficient and reliable checkout process, especially during peak traffic times.





## Grocery



### Reliability you can trust

When speed and convenience are a must, reliable POS systems are critical to keep the checkout line moving. HP Retail Systems are designed to give you the performance and flexibility you need and reliability you can trust.



### Technology where and when you need it

Optimize productivity with HP Mobile Solutions that allow store managers to schedule employees, look up inventory, or access product information while on the store floor. A great tool for curbside pickup of grocery orders, they allow associates to take the POS to the customer.



### No more lines

Many HP Retail Systems have the flexibility to be deployed as convenient and easy-to-use self-service solutions that enable customers to place an order at your in-store deli or bakery without waiting in line.



## Convenience Store



### Small footprint, big screen

Modular and compact, HP Retail Systems offer flexible configurations perfect for maximizing counter space. Keep your customers informed with customer-facing displays options that allow you to display promotions and advertisements.



### Technology where and when you need it

Optimize productivity with HP Mobile Solutions that allow store managers to access product information and inventory while on the store floor. A great tool for queue-busting during peak times.

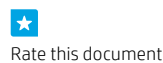


### Give them convenience

Deploy a number of HP Retail Systems as self-service solutions that allow customers to check loyalty rewards, view current promotions, and print coupons.

- <sup>1</sup> Projected capacitive technology is available on 15-inch and 17-inch (38.1 cm and 43.1 cm) displays; resistive touchscreen is available on the 15-inch (38.1 cm) display.
- <sup>2</sup> Sold separately or purchased as an optional feature
- <sup>3</sup> Internet access required.
- <sup>4</sup> The Retail Case must be accompanied by a 3rd party mobile payment terminal or PED (PIN entry device) in order to complete sales transactions.
- <sup>5</sup> Multi-Core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. 64-bit computing on Intel® architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers, and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel® 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Intel's numbering is not a measurement of higher performance.
- <sup>6</sup> Requires Verifone e355, sold separately from Verifone or from an authorized Verifone reseller; Internet access required and sold separately.
- <sup>7</sup> Third-party vendor payment terminal and Internet access required and sold separately.
- <sup>8</sup> Not all features are available in all editions of Windows 8. Systems may require upgraded and/or separately purchased hardware, drivers and/or software to take full advantage of Windows 8 functionality <http://www.microsoft.com>. The integrated display resolution of HP ElitePad is below the threshold for snapping apps, a new feature that allows two Windows apps to be viewed simultaneously side by side. This feature may be enabled by attaching an external display which supports a screen resolution of 1366 x 768 or higher.

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