



BEYOND POINT OF SALE

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REVOLUTIONIZING HOW RETAILERS SERVE CUSTOMERS

Relentless pressure from Amazon and e-commerce is driving retailers to amp up the in-store shopping experience by leveraging tech innovations to differentiate their brands. Next-gen POS is the enabling technology, going beyond POS itself to serve as a store device platform through which retailers can create compelling new service models.

Those investing in next-gen POS are seeing dividends. Retail leaders are 96% more likely to have up-to-date POS hardware and 150% more likely to be using mobile POS, according to IHL Group's "Why Updated POS Is Critical for Unified Commerce." These retailers are 10% more likely to be a leader in sales growth, saw 5.6% higher average sales growth in 2017, and are refreshing their stores at an 11.5% higher rate. Even after the POS refresh they invest in store IT at a 5% higher rate, demonstrating their ongoing desire to build fully tech-enabled stores.

Those new investments typically look very different from the POS systems they're replacing. A well-designed, next-gen store device platform helps retailers deliver an engaging, differentiated customer experience, increases loyalty and makes operations more efficient. Its modular, flexible form factor means it can adapt to many uses while looking approachable, attractive and intuitive.

"The hybrid approach to POS is likely the best approach for most retail segments out there, and can be a huge help in enhancing that customer experience," said Greg Buzek, founder and president of the IHL Group, in a webinar about the research. "The point of sale needs to be designed not to be in the way of the customer, but help remove the friction of shopping at the store level."

To satisfy the new expectations of today's tech-savvy customer, a next-gen store device platform must:

1. USE A MODULAR, FLEXIBLE APPROACH

The modular store device platform design is freeing retailers from the paradigm of POS as a fixed location the customer must approach for help. Instead, retailers can bring the service — inventory, product data, loyalty data, transactions — to the customer by providing technology everywhere and anywhere the customer wants to engage.

Some needs are best served on a wall-mounted screen, such as product reviews, comparisons or informational videos. Placing a special order is best on a tablet or kiosk. Assisted activities, like booking a dog grooming appointment, that require sharing a screen need a different hardware set-up than a classic counter-based transaction.

But accommodating all those needs can also introduce technical complexity, if the solutions all come from different vendors. To avoid integration hassles, retailers are adopting modular platforms that accommodate a variety of service touchpoints, while remaining interchangeable and easy to deploy and support.

Characteristics of modular store device platform technology include:

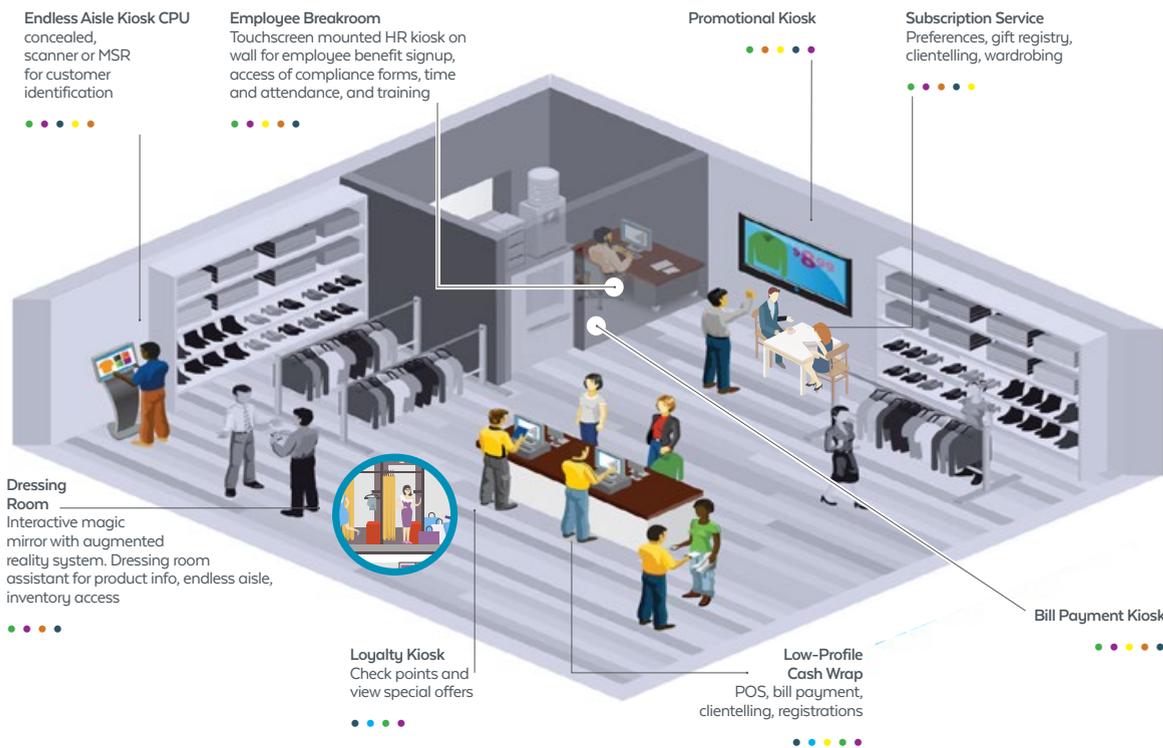
- Mounting flexibility. This means components can be cleanly positioned or mounted anywhere — in a kiosk, on a wall, on a counter, inside an enclosure, and more. Flexible designs separate components so the system can be set up in different ways. For example, separating the display unit from the connectivity hub means the latter can be mounted under the counter or behind a wall for a cleaner look.



Some systems offer a variety of mounts, such as swivel or non-swivel, and with or without a printer built into the stand.

- Mix and match capabilities. Modular design also allows retailers to mix in different devices to meet the need, such as installing a higher-powered computing device to support interactive video walls. Other common alternate components include large format displays and mounts for combination fixed/mobile devices.
- Support for a wide range of uses. The flexibility of a next-gen, modular store device platform means the same basic system can be set up for varied uses, such as:
 - POS mounted on poles as kiosks as a price checker or product locator
 - Counter-mount POS tablets for low-profile, streamlined look
 - POS in an enclosure for endless aisle, special orders
 - Large wall-mounted display for wayfinding
 - Video wall for promotional videos
 - Interactive wall-mounted display for viewing product reviews, product comparisons and informational videos
 - Backroom wall-mounted interactive display for HR training, benefits management and time-off requests
 - Fixed/mobile mounts for management tools

TECHNOLOGY ZONES IN SPECIALTY RETAIL



- HP's 14" all-in-one computing engine with interactive touch can be mounted on, or embedded in, any environment to drive exciting, new customer experiences



- HP's flexible all-in-one terminal delivers powerful performance and a beautiful, clean-counter design, ideal for POS and consumer facing use cases



- HP's 15-18" all-in-one systems combine high-powered computing, interactive touch and full peripheral connectivity, ideal for POS and kiosks



- HP's compact modular CPU delivers high performance in an incredibly compact, concealable format



- HP's full size modular CPU brings high performance, extensive expansion and connectivity for the most demanding of use cases



- HP's 12" mobile tablet and convertible docking seamlessly move from fixed clean counter POS to mobile empowering associates to engage the consumer anywhere

For example, Dubai telecom retailer du uses HP POS units in both mobile and wall-mount modes, so it can collect personal data to comply with new SIM card regulations to register both new and existing customers quickly and efficiently.

2. SERVE MULTIPLE USE CASES

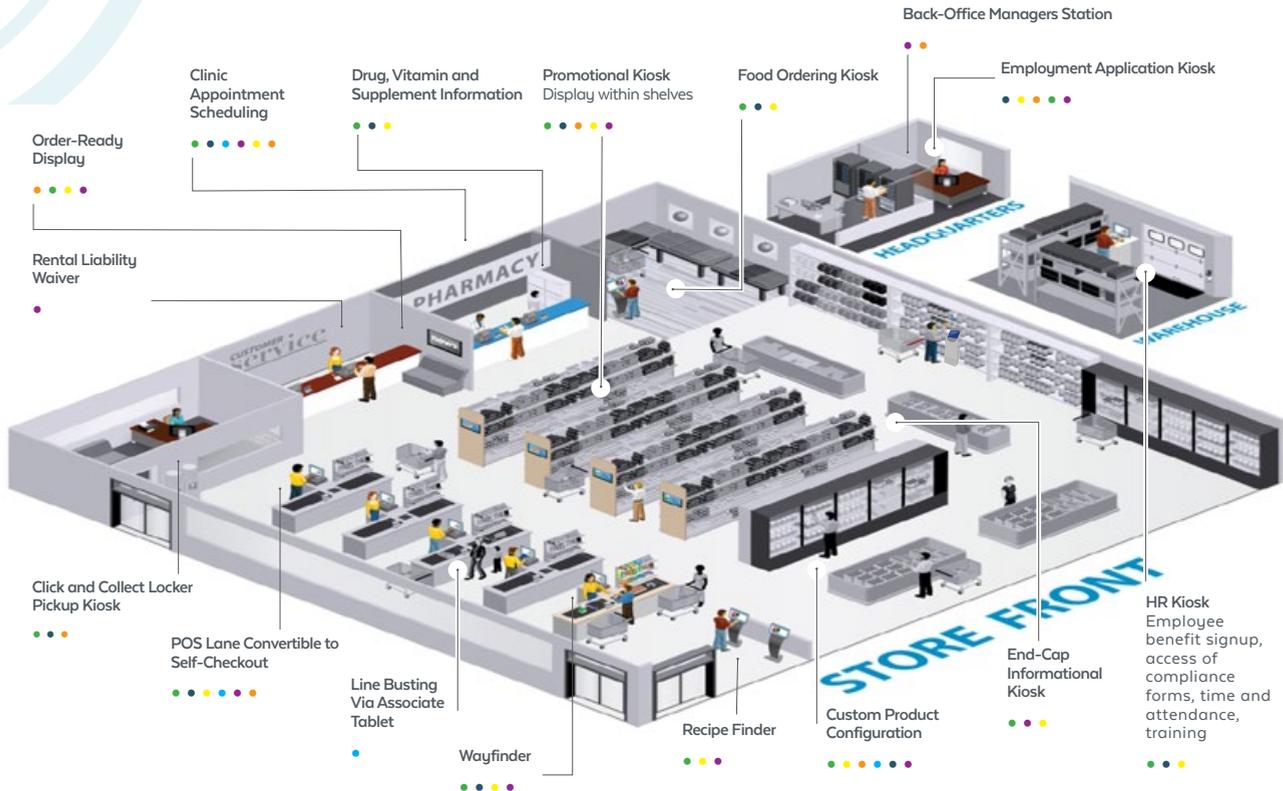
Creative retailers are optimizing the efficiencies of well-designed modular store device platforms by selecting multiple configurations. For example, a counter- or wall-mounted POS terminal can help handle rush demand, and then be used as a kiosk or display when the store is slower.

Multi-function devices free up staff so they can assist customers in a variety of ways, rather than just waiting at the POS. For example, one associate can “float” among self-help kiosks offering support.

Here are some ways the platform’s components can serve multiple uses:

- Transactions. Counter-mount POS swivels to face the customer for browsing, kiosk functions
- Queue busting. Associate picks up a POS tablet to scan items from customers on line
- Mobile. Associates use tablets for task management or HR, then assist customers and process transactions

TECHNOLOGY ZONES IN FOOD & MASS MERCHANDISING



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- Information. Wall-mounted interactive displays deliver promotional content or wayfinding, and employee training after hours
- Loyalty terminal. Kiosks display product content and are used by an individual customer to check balances, schedule services

3. FACILITATE NEW WAYS OF INTERACTING

Traditional POS offers limited “scripts” for customer interaction. Most commonly, the customer approaches a fixed counter where an associate interacts with the POS terminal.

Modern, flexible store device platform designs free associates to bring transactions, experiences and information to the customer. This facilitates new service models, such as assisted service, self-service, collaboratively shared screens, interactive displays and mobile POS. Retailers can choose from varied screen sizes, mounts, stands, touch or non-touch displays and accessories, so they can offer the guest choices in how to engage. This also enables store devices to blend seamlessly into the environment.

Three-quarters (75%) of consumers report a better experience in retail stores that offer self-service stations or there are employees using tablets or other technologies to assist customers, according to Bouncepad’s “2017 US Consumer Market Research.” Even more (77%) would be more likely to shop at a store that offers self-service stations or assistance from employees using tablets.

Meanwhile, IHL found when the customer and associate share a mobile screen, it drives a 25% higher average ticket.

Here are some of the creative ways retailers are taking advantage of these new options:

- Shared, swivel interactive screens so associate and customer can collaborate on kitchen schematics, schedule an in-store consultation or view accessories
- Swivel-mount POS terminals so a customer can sign an extended warranty or enter a shipping address
- Freestanding kiosks so a customer can design a custom skateboard or book makeup consultation
- Interactive displays for wayfinding or promotions
- Wall-mounted terminals for loyalty lookup or to support buy online/pickup in store

4. OFFER APPROACHABILITY AND INTUITIVE USE

Putting the right device in the right place is a key step to support new service models. But the hardware must also be approachable. A modular design allows some components to be hidden, so the customer-facing technology looks like a consumer device yet still maintains the reliability, security and manageability of the commercial device that it is. A familiar form factor and user interface makes for a better, faster experience, for both consumers and staff. It’s easier to train employees on a device they feel comfortable using and more likely to be used by consumers when it has the look and feel they’re used to.

Streamlined hardware is also a better fit for today’s sleek design aesthetic, and works well whether the retailer is seeking a tech-infused or low-tech environment.

5. STREAMLINE MANAGEMENT AND SUPPORT

Retailers are also turning to modular store device platforms to streamline management and support. Previously, adding more devices meant more integrations to write and maintain, and required frontline support to develop expertise on multiple vendors’ devices.

By leveraging one platform, IT can meet a wide range of service needs while streamlining acquisition and support. Buying from a single vendor lowers purchasing and initial configuration costs. Then, because all devices share the same vendor and OS and come pre-integrated, it reduces complexity and lowers the cost of support further improving the retailer’s TCO. Multi-use lowers the number of devices and eliminates investment in part-time technology.

Consumers’ patience for old-school store experiences is quickly wearing thin. Today’s shoppers expect a more frictionless, streamlined experience supported by the smart use of technology. Retailers are finding next-gen, modular store device platforms empower them to deliver an engaging, differentiated customer experience, increase loyalty, and make operations more efficient — all while looking approachable, attractive and intuitive. **RIS**

Turkish men’s fashion retailer Beymen chose HP’s MX10 Convertible for its versatility and to enable new service models that support its high-touch brand experience.

Associates use the MX10 in tablet mode to record customer details, take customer approvals and create orders as well as track their sales, search inventory and access product details. “Our sales consultants do not have to go to the computer in the back office, but can do their work out in every aisle. A person using this device can carry out all their work with just the one single unit,” said Ercan Reiso lu, operations and software support manager, Beymen.

At Nebraska Furniture Mart, salespeople used to leave customers to look up product data and send them to a fixed station to complete the sale. Now, using HP mobile POS terminals, the salesperson can scan the product, share the screen to show the customer options, capture signatures and complete payment all without leaving the customer. It’s a win for the customer, because they have a much richer buying experience.