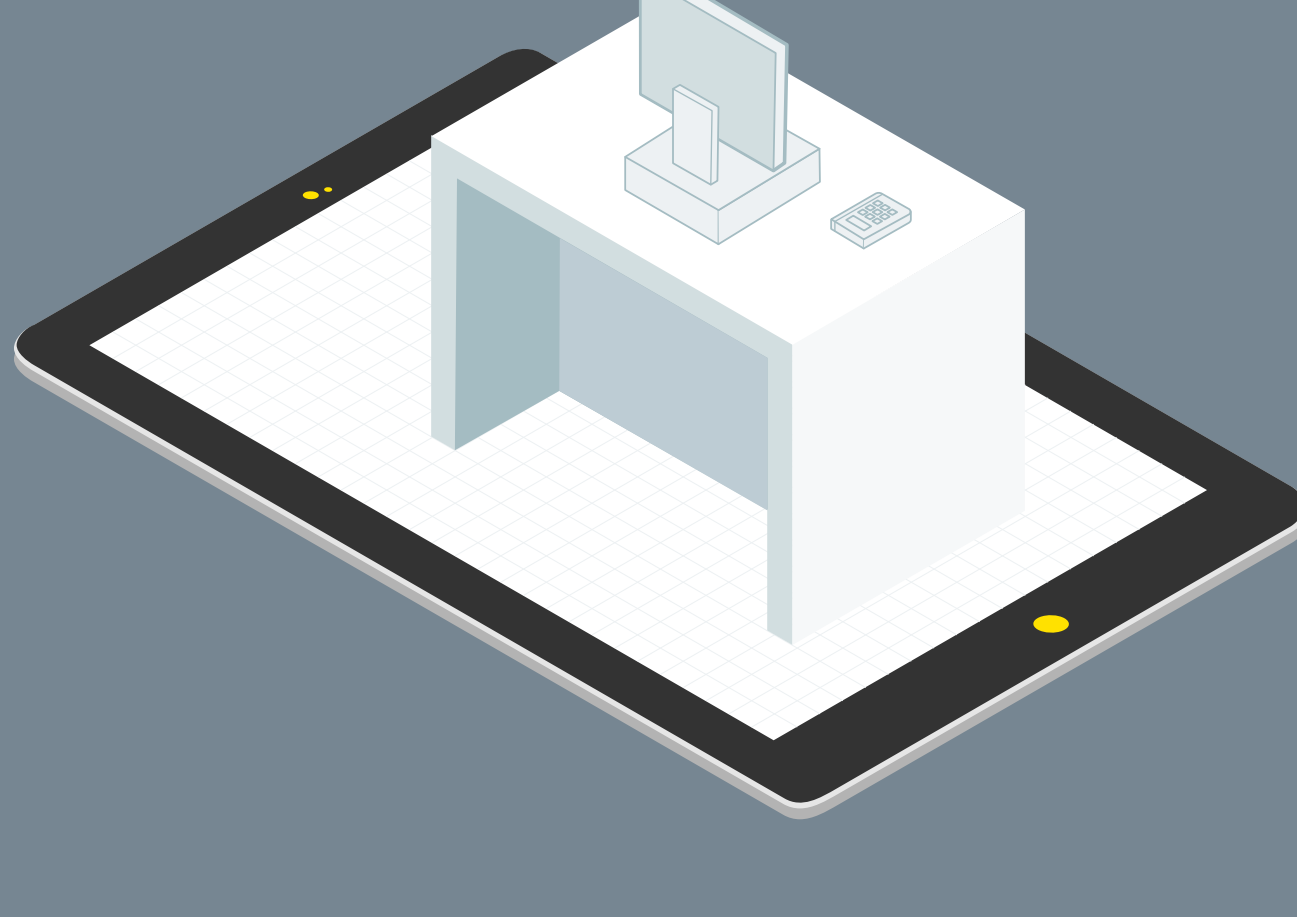


# The Rise (and Rise) of Mobile POS



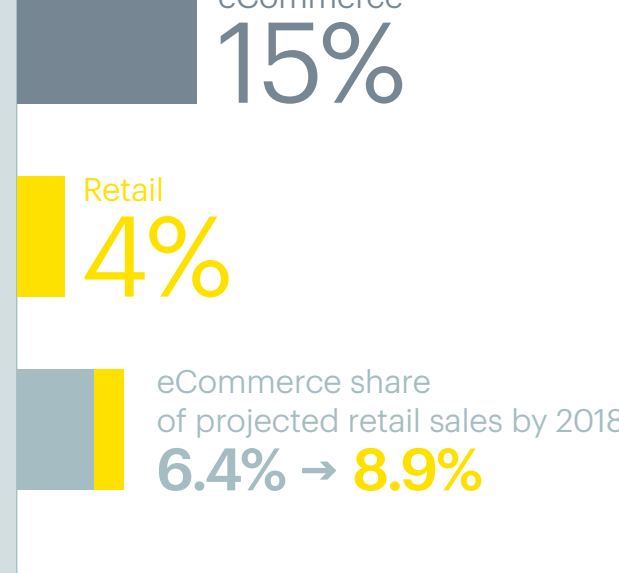
## What's happening in POS in retail?

In-store is still much bigger than ecommerce... but ecommerce is growing faster:

### Total sales

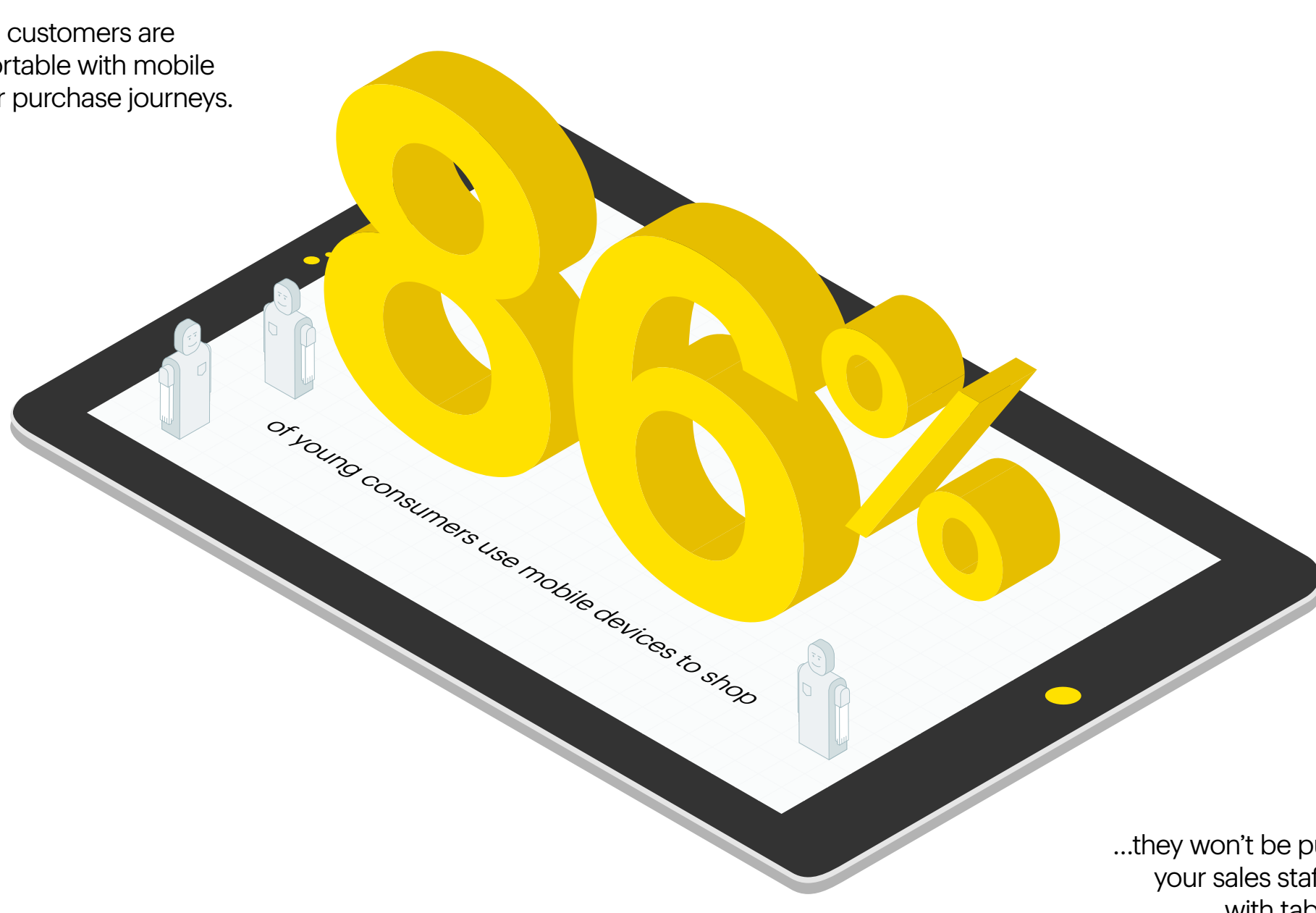


### Sales growth



So whether you're warding off a threat or complementing your online activities, mobilizing your in-store sales staff is a good idea.

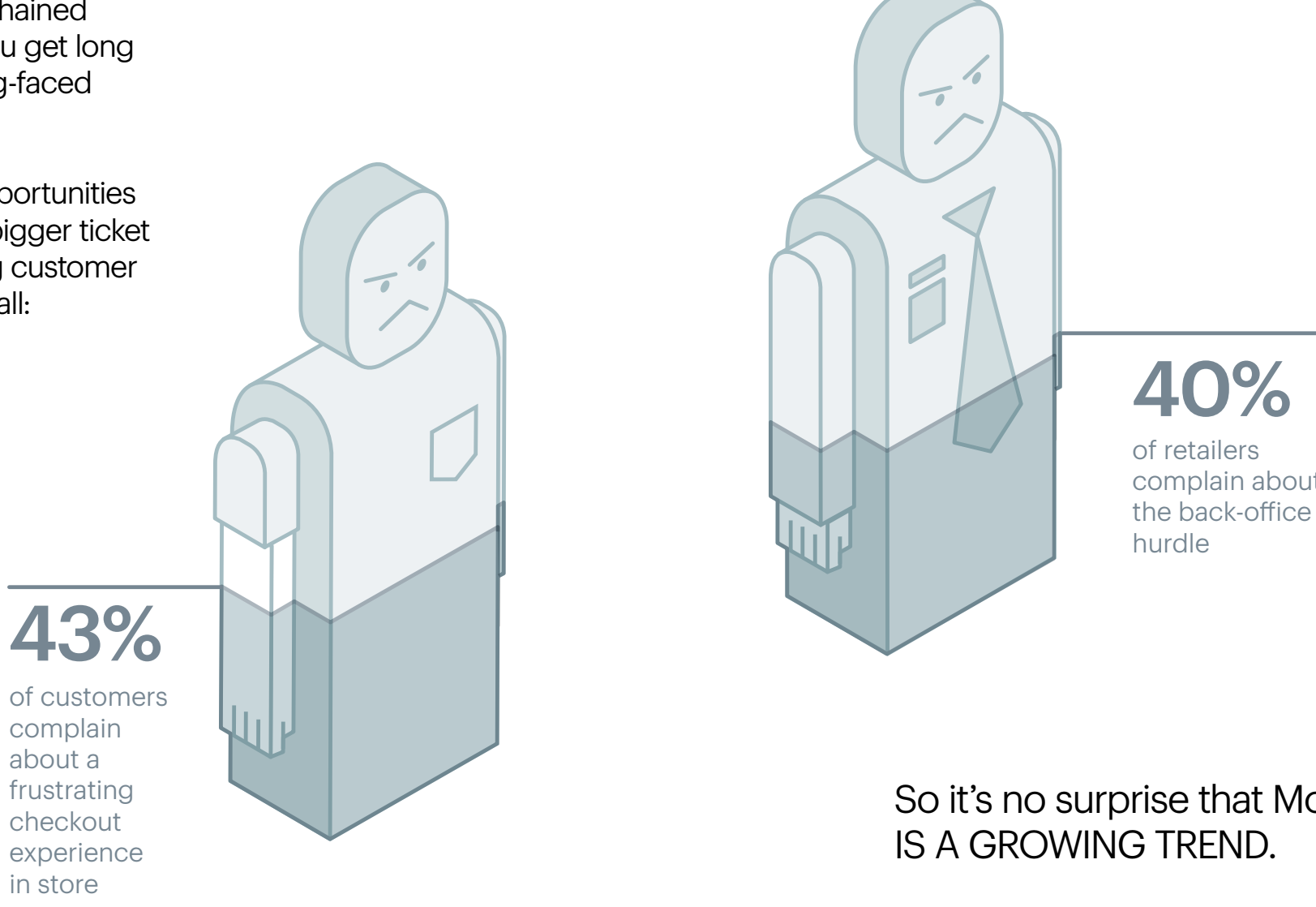
Young customers are comfortable with mobile in their purchase journeys.



...they won't be put off when your sales staff approach with tablet in hand!

If your POS is currently chained to the checkout desk, you get long lines, long waits and long-faced customers.

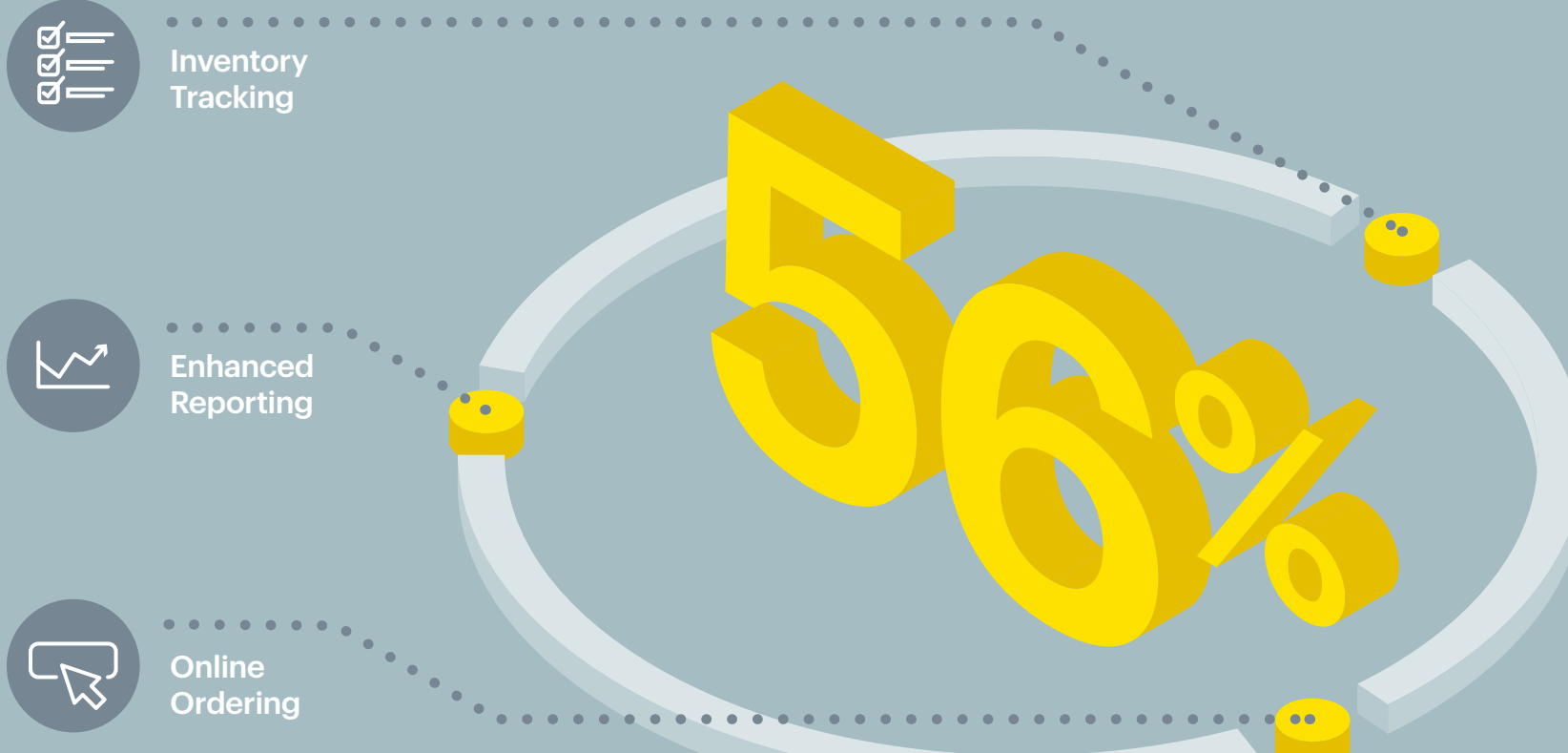
It also means missed opportunities for personalized offers, bigger ticket sizes and loyalty-building customer engagement. That's not all:



So it's no surprise that Mobile POS IS A GROWING TREND.

## Who's buying mobile POS?

Right now, 56% of merchants use a tablet-based POS system in some form for:

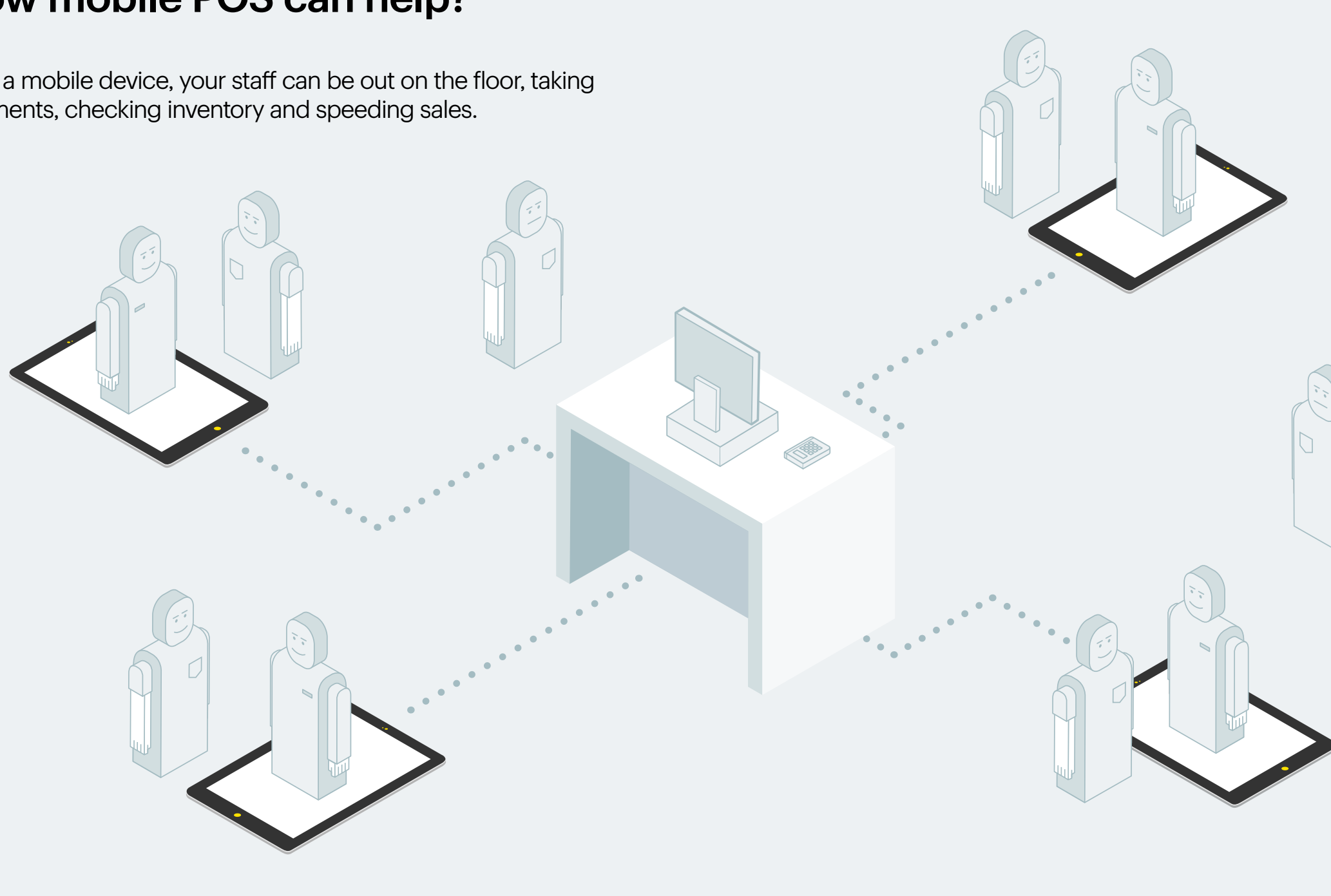


Up to half of all small and medium-sized businesses are using, or considering moving to a tablet-based POS or mobile POS system.

Up to 50% of small and medium retailers will adopt mobile POS.

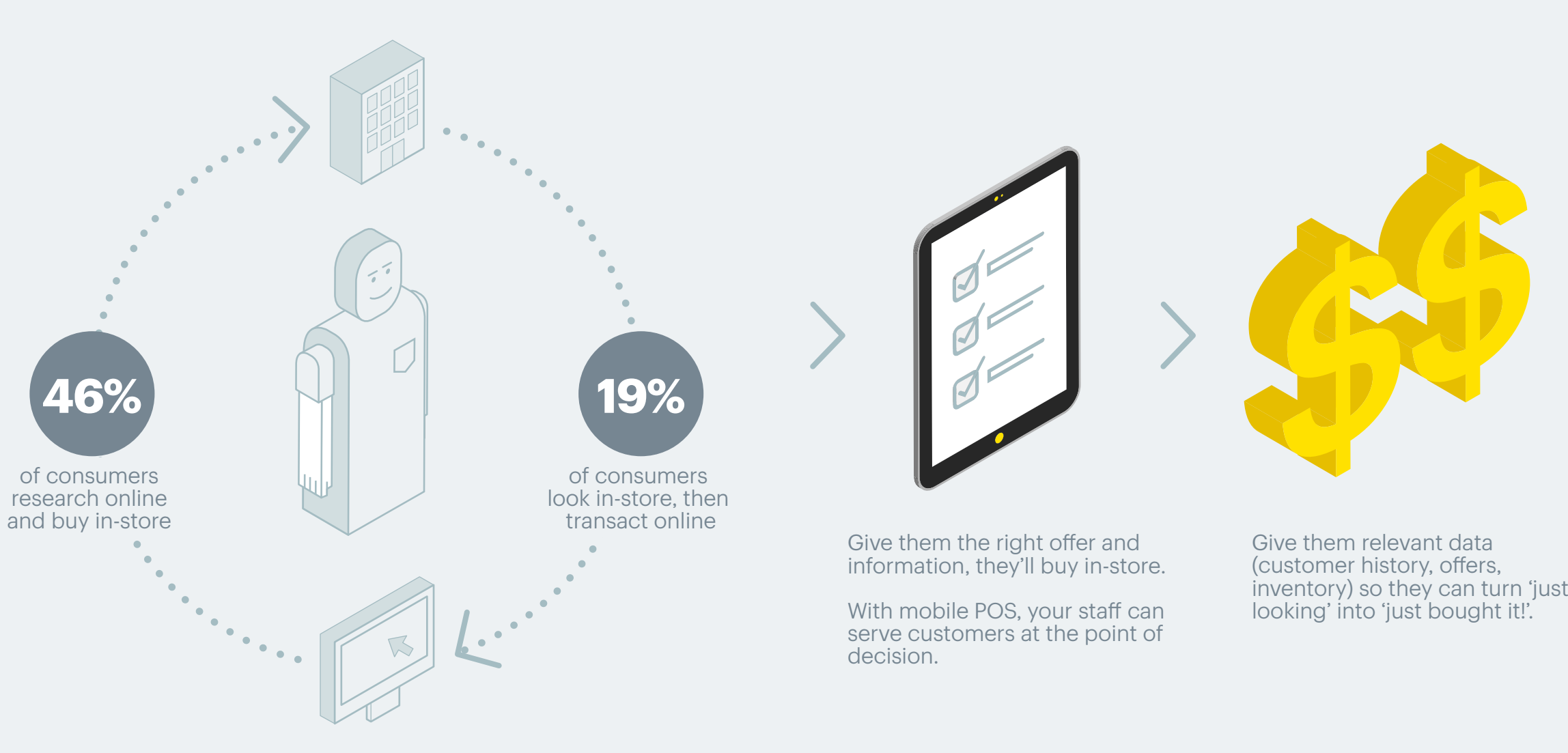
## How mobile POS can help?

With a mobile device, your staff can be out on the floor, taking payments, checking inventory and speeding sales.

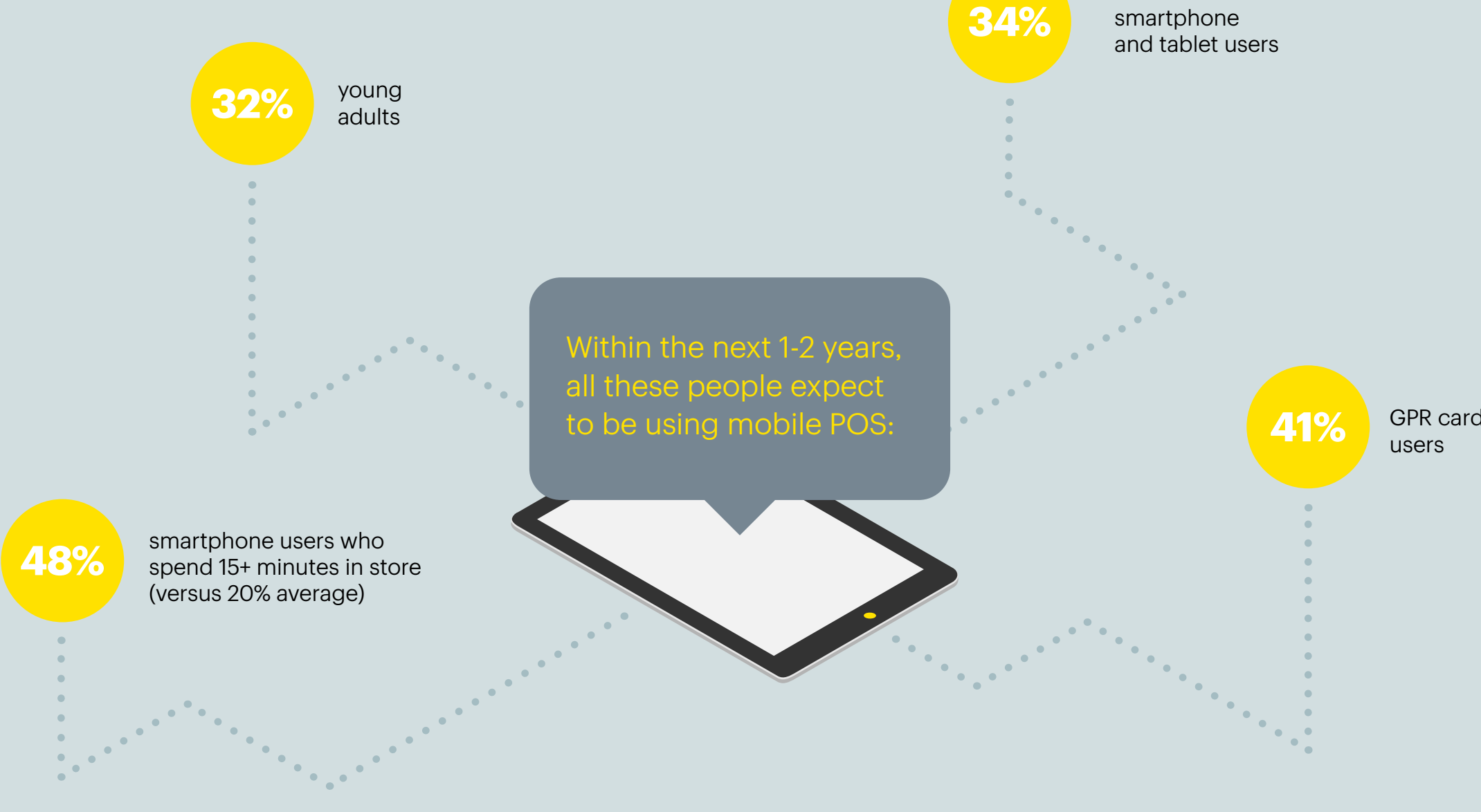


They can also integrate with other channels to convert an online offer to an in-store sale – delivering an omnichannel experience.

Mobile POS can help retailers turn "showrooming" into sales.



## Where's this going?



## Will they be using mobile POS in your store?

### It means you can:

- ✓ Support nearly any payment type
- ✓ Increase sales with targeted coupons, instant offers, and incentives
- ✓ Deliver loyalty and membership credentials to the point-of-sale

Most importantly, you can close more sales – by taking your mobile POS directly to the customer, helping them pay virtually anywhere you sell your merchandise such as in-store, pop-up kiosks, or even event locations.

Make the most of the Mobile Point of Sale  
Read our slideshare >

### MOBILE POS BEYOND RETAIL

It's not just retail that's riding the coat-tails of mobile POS.

One science museum met donation and membership goals thanks to a tablet-based mobile POS solution.

• 88% increase in donor loyalty potential with a mobile POS solution

• Donations up 15%, administrative overheads down