

How to Sell Solution Guide – Point-of-Sale (POS)

This comprehensive guide will aid you in selling Intel®-based point-of-sale (POS) solutions to small and medium-size businesses (SMBs).

Exclusively for Intel® Technology Providers



Every business that sells goods and/or services can benefit from a POS solution. Positioning the right POS solution offers significant opportunities to expand your relationship with existing customers, reach out to new ones, and generate ongoing services.

Executive Summary

This comprehensive guide will aid you in selling Intel-based point-of-sale (POS) solutions to small and medium-size businesses (SMBs). Inside you will find an overview of both traditional stationary and mobile POS solutions, the value to SMBs in a wide range of markets (e.g., retail, restaurants) as well as application scenarios and solution recipes.

This document is appropriate for:

- System integrators
- Channel resellers, system builders, and VARs
- OEMs
- Ingredient suppliers

Introduction

When they were first invented well over a century ago, they were cash registers—mechanical devices with cash drawers. Stores and restaurants used them to tally purchases, hold money, keep track of the day's receipts, and cut down on theft.

Today, managing cash is just one function of the modern point-of-sale (POS) system. POS systems are now used to scan and weigh items,

automatically calculate discounts, recognize loyal customers, track inventory, and many other tasks.

They play a central role not just in ringing up sales but also in marketing, pricing, inventory control, customer service—you name it.

POS systems are a critical “touchpoint” for today’s retailers—a location where the opportunity exists not simply to complete a transaction, but to enhance the customer relationship. And increasingly it’s a mobile touchpoint. Today’s POS solutions are being implemented on tablets and other portable devices. Sales associates can use these devices to answer questions, provide information, and check out a customer anywhere in the store. Waiters can record selections electronically at tableside. Customers can even use their own mobile devices as POS solutions.

The mobile POS revolution is big. As the market research firm IHL Group notes, “in deploying mobile POS, retailers have the opportunity to change the very nature of retail, and do so in a manner that enhances both customer experience and the bottom line.”¹

Table of Contents

Executive Summary	1
Introduction	1-2
Get the Conversation Started...	2-3
Talking Value.....	4
The Mobility Revolution in POS	4-5
POS Solutions for Vertical Markets.....	6-7
Components of a POS Solution	8
Content Management Software.....	8-9
Benefits of POS Solutions.....	9
How to Position POS Solutions with SMBs.....	10
POS Solution Recipes.....	11
Why an Intel-based Solution for POS	12-13
The Time Is Now.....	14



Today's POS solutions offer a wide range of capabilities that can be integrated into business processes and help achieve goals for increasing revenues, controlling expenses, and deepening customer engagement.

All of this is creating a huge opportunity for developers and systems integrators. This solution guide will help you make the most of it. Here you will find information you can use to position the value of both traditional stationary POS systems and newer mobile options:

- How today's SMBs can integrate POS systems into their day-to-day operations
- The benefits POS solutions deliver in lower costs, improved revenues, and creating better customer experiences
- Solution recipes: examples of basic/mainstream/advanced deployments
- How to take advantage of Intel®-based technologies such as Intel® Active Management Technology (for remote management) and Intel® Retail Content Manager
- How to take advantage of Intel-based technologies such as Intel® Active Management Technology (for remote management) and Intel® Retail Content Manager

Every business that sells goods and/or services can benefit from a POS solution. Positioning the right POS solution offers significant opportunities to expand your relationship with existing customers, reach out to new ones, and generate ongoing services.

Rely on this guide to get you started.

Get the Conversation Started

When it comes to choosing the right POS solution, every business is different.

- In a small, specialty retail shop—where space is at a premium and a typical customer purchase is just a handful of items—a mobile POS (mPOS) solution that facilitates easy, on-the-spot checkout anywhere in the store offers huge advantages. In this situation, the retailer might forego the use of any traditional, stationary POS solution.

- In a grocery or warehouse environment—where the customer's "basket" of purchases might include dozens of items—an mPOS solution might be used primarily for providing customer service (e.g., answering questions, checking inventory) with the final checkout taking place using a traditional, stationary POS solution or even a self-checkout kiosk.
- A restaurant might be interested in mobile solutions that wait staff can use at the table, as well as a traditional, stationary POS system that simultaneously handles both online and in-restaurant orders.
- At a convenience store, the top priority for POS might be the ability to handle quickly multiple payment options, including payments via smart phones, juggle purchases of gas/petrol, and other items, and keep track of all of the different loyalty options.

As these examples show, POS systems have evolved from simply recording transactions, holding cash, and generating receipts. Today's POS solutions offer a wide range of capabilities that can be integrated into business processes and help achieve goals for increasing revenues, controlling expenses, and deepening customer engagement.

Taking the time to tailor POS solutions to the needs of specific customers is a huge opportunity. As you do this, keep the "big picture" in mind and address the challenges that are likely to be found across all businesses. These include:

Enhancing the Customer Experience

On some level, nearly every business is concerned about improving the customer experience. Failing to deliver a smart, efficient in-store sales experience increases the chances that a customer will go to another competitor or buy online. Arming associates with a mobile POS solution—whether it is used for checkout or not—can be



a major step toward enhancing the in-store experience. Giving customers the option to make payments with a handheld is another way to enhance the customer experience. In a grocery store, a self-checkout option will be a welcome option for customers in a hurry.

Speed and Simplicity

Never forget that the primary purpose of any POS system is to make it quick and easy for customers to complete their purchase. The very last thing any business wants to do is to put a roadblock in the way of a customer who is looking to make a purchase. Of course, your customers will be interested in hearing about all the new bells and whistles in POS systems—but what they will be most interested in learning is how easy your solution

is to use, how reliable it is, and how it will contribute to smooth running performance at checkout. This concern over speed and simplicity is borne out in the 14th Annual POS Benchmarking Survey conducted by the Boston Retail Group: in the survey, retailers declared customer service their top priority. No surprise there. But a close second was “efficient processing at the register” with 91 percent declaring it important/very important.²

Integration

The POS solution is not going to be the only technology/application used by the SMB. Depending on the business there is going to be back-office, inventory, accounting, security, etc. Showing how your POS solution can integrate with other systems and also do double duty (e.g. supporting security and pricing

updates) should be part of any sales presentation.

A Long-Term Solution

The investment in a POS solution is one of the most important that any small business makes. You need to assure your customers that your solution meets their needs today and tomorrow. Make sure the solution you propose addresses the critical requirements of:

- **Functionality**—supports specific features designed for that customer's market
- **Flexibility**—can be easily modified or extended to support unique needs
- **Longevity**—can grow alongside the retailer in size and in response to new trends

Why Intel

An Intel-based POS solution delivers immediate and long-term advantages. An Intel-based POS solution can easily integrate with other Intel-based solutions for inventory control, security, digital signage, storage, and more. This simplifies and lowers the cost of implementation while opening the door to enhanced capabilities for remote management, security, and audience analytics.

Talking Value

There is more change taking place in POS technology today than at any time in history. But when positioning a new POS solution, it's important to talk more about value and less about the technology. Keep the following in mind:

Mobility

Mobile POS solutions are more than just a new twist on a traditional solution. Implementing an mPOS solution can drastically reduce the costs associated with a fixed position POS lane. It can also transform a store associate from cashier/stock clerk to a sales person, delivering far more value on your investment in personnel (while also making the job a more rewarding one).

Managing the Business

A POS solution can make it possible to better manage information to help run the business, integrating with other systems for accounting, inventory management, pricing, property management, purchasing, and more. For example, a POS system today can provide an immediate, accurate, up-to-the-minute assessment of inventory. Each time a customer gets checked out, the goods are immediately subtracted from inventory. Alerts can be generated to keep hard-to-find items in stock. When it's time to reorder, some POS systems can track what was paid to help drive better deals with suppliers.

According to Intuit market research, by using an affordable, integrated POS system for inventory management and other tasks, an independent retailer with revenue of \$300,000 can cut costs by close to 10 percent, saving an average \$30,000 a year. That's a substantial return on the typical investment in a POS.³

Loyalty

Every business needs repeat customers. That's why loyalty programs are so critical—creating an incentive for customers to keep coming back. Retail marketing leaders have proven that the best way to drive repeat shoppers into a loyalty program is at the checkout. Today's POS systems make this easy, by scanning a card or other document (such as a driver's license) or a barcode on a smart phone.

Centralization

For multi-location businesses, centralization of POS is an increasingly popular option. Consolidating or virtualizing servers, the operating system and applications at a single location (the data center or home office), instead of at each individual store, makes things simpler and less expensive. There are fewer devices and licenses to deploy and maintain across the store chain, plus any application updates can be deployed centrally, thus more quickly and easily. Plus, it enables real-time integration across all channels and touchpoints to offer customers the omni-channel environment they want.

Educate Your Customers

Be prepared to educate your prospects and explain all the different possibilities for using POS systems. Integration is key—businesses need to understand why traditional stove-piped POS systems don't cut it anymore.

The value of a POS is going to be different to different people. You may be selling to the owner of a company, the head of sales or marketing, the

CFO—or one person who does all three. IT may or may not be involved. Be prepared to tailor your sales presentation to different hot buttons.

Don't forget the basics: your customer is likely to be most concerned about simple, efficient, reliable performance:

- Simple—because with high turnover, new employees need to be able to master any solution quickly.
- Efficient—because consumers expect near-instantaneous service and gratification, and if they don't get it, they will go elsewhere.
- Reliable—because the POS is the most used application in any business. It will be responsible for more interaction than any other piece of technology.

The Mobility Revolution in POS

The mobility revolution is completely reshaping the role played by POS:

- Sales associates equipped with a mobile POS (mPOS) solution can help customers find what they are looking for and even enlist the aid of other mobile-equipped sales associates. This cuts down on showrooming (customers checking out products in the store and then buying online) and helps build the interaction and relationships that enhance loyalty and word of mouth.
- Instead of ending the shopping experience on a negative note—forcing customers to wait on line—a sales associate equipped with mPOS can ring them up in the aisle.

In recent years, a range of high-profile retailers have embraced mobile POS solutions. While most of the attention in mPOS focuses on the growing use of tablet devices, tablets are also being deployed for mPOS (particularly in restaurants) and so are specialized, handheld devices often with barcode scanners attached.



The market research firm IHL estimates that approximately 45 percent of retailers have a rational approach toward using mobile devices, with about half of them looking to use them specifically for checkout. According to IHL, this does not mean the end of the traditional checkout line. Sales of traditional stationary POS systems will continue to grow, but at a slower pace.⁴

Here are three typical-use case scenarios for mPOS:

Streamlining the Store

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. POS takes up a huge amount of floor space, and often very strategic space. At least some of that space can now be reallocated. And unquestionably, a well-designed tablet-based mPOS 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

Getting a customer into a store is more than half the battle for any retailer. Once the customer is there, mPOS solutions can play a major role in “saving sales”:

- Getting the flexibility to intervene when it matters most—when customers are wavering in their decision
- Enabling the one-on-one interactions that help counter showrooming
- Addressing customer needs when products are not in stock or not carried in the store

Building Relationships

Success in retail has always been about relationships. The merchant knew his customers and anticipated their needs. Customers relied on the merchant to present the best solution and educate them about new items. Mobile POS solutions help businesses build these relationships again by:

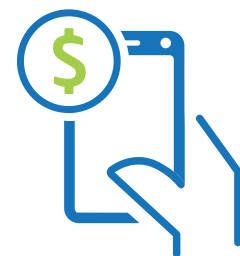
- Empowering sales associates to provide an exceptional and uninterrupted in-store customer experience
- Delivering the power of e-commerce to store associates, including deep product content, cross-selling suggestions, and enterprise inventory visibility
- Providing a 360-degree view of the customer 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 to check on satisfaction with the purchase and/or (if appropriate) to promote suggested cross-sell items to go along with the product
- Providing store associates with a dashboard they can use to enter performance information, for example, tasks completed

Security

Mobile POS solutions and other new consumer-facing systems—such as self-checkout kiosks and interactive signs—are expanding the “footprint” for customer engagement, but also increasing the vulnerability to individuals that have criminal or malicious intentions. Many of today’s retailers have a good understanding of security issues, such as PCI compliance, but they struggle to provide the proper security and compliance management to the growing number and variety of store systems.

Capabilities such as application whitelisting (part of Intel®-based POS solutions) make it possible to stop malware from ever compromising and infecting a POS system or other device because only the approved application is authorized to run.⁵



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.

POS Solutions for Vertical Markets

One of the great things about today's POS solutions is how they can be adapted to the needs of almost any industry. Here's a quick look at the major POS markets.



SPECIALTY RETAILERS

Specialty stores are small stores that specialize in specific niches of merchandise sales and services (e.g., home accessories, shoes, clothes, sports, etc.) They are characterized by high levels of service and expertise, centered on the particular item or niche the store specializes in.

For a specialty store, the POS system can be a powerful tool for managing store inventories, tracking customers, and creating marketing campaigns, and discount programs. Detailed reporting on sales trends, inventory, and customers will provide insight on where a business is headed, important sales trends, store profitability, and more.

Depending on what they sell and how big they are, specialty retailers may be interested in support for:

- Returns and exchanges
- Matrixes—create one inventory and price entry for a particular item but still track sales according to other criteria (for example, a sweater according to size and color)
- Kits (for example, to handle “three for \$20” deals)
- Options for layaways, multi-payment plans, and gift certificates



RESTAURANTS

The POS system is essential in any restaurant, but solutions vary by type of establishment:

- For table-service/fine dining restaurants, POS systems need to

be able to create and store open checks (as parties order more over time) as well as track which server is responsible for which table. Mobile order and tableside ordering devices are also in demand.

- In quick-service restaurants, employees take orders on terminals, which automatically display on monitors in the food preparation area so that food can be quickly assembled and delivered to the customer.
- Retail-style restaurants (e.g., sandwich shops) rely on their POS systems to relay orders, cut down on time-per-transaction, and reduce errors that can occur when passing hastily scrawled orders back to the kitchen.
- All restaurants may be interested in the ability to:
 - Handle online orders, prix fixe packaged deals, extended check-splitting options, credit and gift card processing, and improved PCI-related security
 - Use sales reports to increase sales of high-margin items and/or underperforming dishes
 - Support digital menu boards



HOTEL

Hotel POS systems are critical at check-in and checkout, requiring many of the same capabilities as other verticals, with the addition of integrating the different service centers (e.g., lodging, restaurant, entertainment, spa, etc.), making it possible to transfer meal charges from the dining room to guests' rooms with just a button or two.

Hotels will also be interested in a POS system that can capture lodging preferences, buying habits, past dining orders, and prior purchases, and use this data to provide customers with more targeted options, suggestions, better service.

In a hotel environment, integration with the property management system is a top priority.



GROCERY STORE

Fast, efficient checkout for busy customers buying lots of different items is critical in a grocery operation. That drives the demand for POS solutions with effective touch screen interfaces, integrated scales, automatic discount application, and more. Self-checkout kiosks are also popular in grocery stores.

Accurate inventory information is another critical capability. Many grocery items are perishable with limited shelf lives. It's important, for example, to be able to identify fast and slow moving items and have a way to adjust minimum and maximum stock amounts.

Other features that may be important in a grocery environment include:

- Managing customer loyalty plans
- Ensuring that each cashier is responsible for their cash drawer during their shift
- Managing employee schedules



CONVENIENCE STORES / GAS STATIONS

Speed, efficiency, and simplicity are critical in a convenience store operation, which also may be handling fuel purchases. Some of the typical features that are in demand include:

- Direct connectivity to major fuel brands
- Support for a wide range of electronic payment options, including fleet, ACH, and prepaid cards
- Interface with a wide range of loyalty programs to support marketing



initiatives (e.g., coalition programs, frequency- or points-based models)

- Connectivity to major back-office systems
- Drive-through POS
- Car wash payment integration

BANKING / FINANCIAL SERVICES

In a banking/financial services environment, the right POS solution can play a big role in eradicating time-consuming processes, increasing the time for customer-facing activity. Some examples of this time-saving include:

- Providing electronic submission of customer applications (e.g., mortgages, loans)
- Instantly identifying customers and streamlining teller transactions
- Promoting additional bank services
- Quickly creating digital documents with electronic signatures



PUBLIC SECTOR (EDUCATION, GOVERNMENT, HEALTH CARE)

Public sector organizations—government, educational institutions, health care, and not-for-profit agencies—are under pressure to find new ways to cut costs, increase transparency, and improve constituent services. Empowering people to drive innovative processes is more important than ever before.

POS solutions can provide time-saving, error-reducing, and efficiency-improving capabilities for purchasing, dining facilities, and events.



GOVERNMENT

Government agencies may look for capabilities, such as:

- Tax payment solutions
- Car/driver's license payment solutions
- Citation and ticket payment solutions



EDUCATION

Educational institutions may look for capabilities, such as:

- School lunch payment solutions
- Tuition payment solutions



HEALTH CARE

Health care organizations may look for capabilities to:

- Streamline patient check-in
- Allocate charges between practices
- Integrate with third-party or public sector insurance
- Comply with privacy regulations

Components of a POS Solution

POS systems can be customized using a wide range of components.

- A traditional stationary POS system might consist of a computer, cash drawer, barcode scanner, receipt printer, and the appropriate POS software.
- An mPOS solution might be based on a tablet with receipt printing taking place via a mobile (wearable) printer.

The reality is that because today's POS systems perform so many different functions, there is no one preferred solution. Instead, it's possible to mix and match a wide range of components. Regardless of whether the POS solution is stationary, mobile or a combination of both, here are the typical components:

Computer / Central Workstation: The heart of any traditional stationary POS system (or computers) that runs the POS software, which may be a custom solution or based on an off-the-shelf PC

Tablet PCs: Lightweight, handheld tablet PCs, increasingly being used for mobile POS solutions

Handheld Devices: Multi-purpose handheld devices are sometimes used for inventory look-up, price checking, messaging, line busting, and mobile checkout

Back-Office Servers: Central computers running retail software and other business applications, which may also double as site controllers or point-of-sale workstations

Storage: Hard drive with onboard RAID support for secure day-to-day backups and disaster recovery

Barcode Scanners: Devices for high-speed, accurate input using different types of barcodes (UPC, Code 39, Zip+4 Postnet, EAN/JAN-13, etc.), capable of handling inventory, order numbers, employee ID cards, customer loyalty cards, etc.

Cash Drawers: Deposit drawers that can be connected directly to the POS system's serial or parallel ports, or through a point-of-sale printer

Check Readers: Magnetic ink character recognition (MICR) devices to scan routing numbers, bank accounts, and check numbers that appear along the bottom of standard personal or business checks

Digital Signage: Digital displays for graphics, video, and logos that drive upselling, product promotions, and special offers

Monitors: Standard or touch screen monitors—increasingly commercial-grade as consumer-based solutions quickly wear out

Mounting Brackets: Hardware for mounting the POS on a wall to maximize counter space

MSRs: Magnetic strip readers (MSRs) to process credit cards, debit cards, gift cards, customer loyalty cards, and employee ID cards; standalone or integrated with the POS terminal or keyboard

PIN Pads: PIN (personal identification number) pads to process debit card and chip and PIN cards (aka EMV cards)

POS Software: Applications at the heart of any solution and are typically customized to the needs of a specific vertical market (e.g., retail, restaurant, hospitality, service organization)

Receipt Printers: Hardware accessories that print customer receipts with a compact receipt printer, or a standard printer for full-size invoices, purchase orders, reports, and other documents

Signature Capture Devices: Devices that electronically capture the customer's signature for processing credit cards, A/R charge payments, and other transactions

Weight Scales: Electronic devices that can accurately weigh bulk items by scanning random weight barcodes and automatically calculate the quantity (i.e., weight) and extended price of the item

Content Management Software

In any sales or service environment, the POS system is one of the primary customer touchpoints. It provides a great opportunity to inform and market to customers via the following:

- Announcements
- Sales promotions
- Branding messages
- Advertisements—including paid advertising
- Product information

The possibilities for content are essentially unlimited. That's why creating and managing content is extremely important today, whether at the POS, on a digital sign or anywhere else. Businesses need to be sure they are showing the right content to the right person at the right time.

In a nutshell, that's the purpose of the Intel® Retail Client Manager (Intel® RCM)—it's software designed for managing content across digital touchpoints, including POS systems, kiosks, shelf labels, and more.

Designed to handle virtually any content in any format—HD video, photos, animated graphics, slides, and much more—Intel® RCM makes it easy to set up and manage information and marketing campaigns. Simply tell Intel® RCM what content is to be displayed, where it should appear, and when it should be shown. Its intuitive interface will be familiar to anyone who has used desktop software.

- Reducing the time and resources needed to create, deploy, and manage campaigns

- Enabling touchpoints to adapt in real time to changing circumstances, such as variations in foot traffic, demographic patterns (e.g., women shoppers in the morning, male shoppers in the evening) or the weather
- Categorizing and filtering display screens based on their location, audience or other business data/metrics
- Providing metrics (in conjunction with Intel® AIM Suite) on the audience that actually viewed the content (critical for advertising and business ROI analysis)

Intel® RCM integrates seamlessly with other Intel-based solutions such as Intel® AMT (for remote management and maintenance) and Intel® AIM Suite (for gathering audience metrics).

For today's reseller, Intel® RCM offers significant opportunities to enhance the performance of digital touchpoints—helping you maximize the value you provide to your customers and also build long-term relationships that can include providing ongoing content creation and management services.

And Intel® RCM goes beyond content management. Through integration with Intel solutions for remote management, security, and audience analytics, Intel® RCM establishes a single comprehensive platform that customers and resellers can invest in knowing it will be available for as long as they need it, helping to address ongoing challenges in marketing and customer experience.

Benefits of POS Solutions

POS systems deliver a wide range of benefits that will vary by company and vertical market. Here is a quick guide to some typical benefits:

Making More Money

- See sales patterns—by day, by hour, by season—and adjust staffing and inventory to maximize sales
- Identify items that frequently sell in pairs (e.g., flashlights and batteries) and rearrange for upsells
- Implement a loyalty program to encourage repeat business and higher sales
- Identify peak selling hours and increase staff during those times
- Use graphical customer displays for point of purchase promotions
- Sell advertising spots to vendors for an additional revenue stream

Saving Money and Running a More Efficient Business

- Reports that identify what's selling and what's not—allowing you to make informed purchasing decisions
- Audit trails let you know what's happening in your business even when you're away
- Automatically calculate and create restocking orders to e-mail to vendors
- Enhance record keeping
- Eliminate double entry of orders

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 A/R charge accounts built into the retail software
- 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

Securing Your Business

- Rely on PCI DSS-compliant retail software to stay adherent with ever-changing data security requirements

Omnichannel Performance

- Track purchase and returns on any channel, i.e., in-store, online
- Get a 360-degree view of a customer's activity, including purchases, returns, and participation in promotions and special offers
- Personalize interactions with the customer
- Enhance revenue through cross-selling and upselling recommendations
- Create more effective marketing campaigns based on past history and known preferences
- Elevate customer service capabilities by crediting and awarding loyalty activity at point of interaction

The reality is that because today's POS systems perform so many different functions, there is no one preferred solution. Instead, it's possible to mix and match a wide range of components. Regardless of whether the POS solution is stationary, mobile, or a combination of both.

How to Position POS Solutions with SMBs

Most businesses will recognize the need to have some way of recording sales, generating receipts, etc. The challenge is typically to help them see the value in making a more significant investment in a POS.

Here are key ideas to keep in mind when you are presenting a POS solution to SMBs:

Educate

You might be lucky in finding a customer that truly understands the role that the POS solution can play in supporting overall business operations—inventory management, purchasing, customer service, and more—but don't count on it. Most businesses will view the POS as just an up-to-date cash register.

Be prepared to educate prospects on the wide range of benefits a robust, multi-function POS solution can deliver.

Keep It Simple

Most small businesses will worry that investing in a more advanced POS solution will introduce too much complexity: employees won't be able to master the solution; there will be delays, leading to customer complaints; maintaining and upgrading the solution will be a challenge.

Be prepared for these objections—be ready to demonstrate that the solution you are proposing will fit into the day-to-day operations of the prospect's business.

Understand the Specific Problems and Issues

Every business has problems and specific issues that prevent that problem from being solved. In many cases, these problems are industry-specific.

Before you even begin to discuss a solution, be certain you understand the problems and the underlying issues causing those problems.

Then be prepared to connect the dots: show how your POS solution can address these issues and deliver value.

- **Customers are annoyed about out-of-stock items** (underlying issue: inability to track inventory in real time).
- **Competitors who are more aggressive in pricing and promotions** draw away business (underlying issue: inability to handle specials and other short-term discounts).
- **Efficiency and customer service suffer when the owner is not onsite** (underlying issue: inability to track volume and performance when the owner is away).
- **Customer service is too impersonal** (underlying issue: too much staff time spent double-checking and reconciling transactions).
- **Customers complain about checkout lines** (underlying issue: too much sales associate time spent checking prices).

Talk Value

As you (1) educate about the value of POS and (2) address the industry-specific problems and issues of the customer, you must also be prepared to (3) talk value.

Be prepared to demonstrate how your POS solution will do the following:

- Increase revenues
- Lower costs and increase efficiency
- Enhance the customer experience
- Increase the level of customer engagement

Address SMB Buying Criteria

SMBs are careful investors when it comes to technology. In order to

be successful, you need to speak to specific SMB buying criteria. Be sure to touch on the following points in any sales presentation:

Total Cost of Ownership: When investing in any new technology, SMBs will focus on the initial acquisition cost. But increasingly, they also look at the Total Cost of Ownership (TCO), taking into consideration the costs of acquisition, installation, operation, and maintenance, usually over a five-year period.

Simplicity of Management and Administration: One of the most important points for any SMB is how simple a solution is to manage. Focus on all the bells and whistles that will simplify ongoing management. Remember, SMBs are resource-constrained and may experience high employee turnover. Ease of use is critical.

Multi-Function and Integration: POS is not going to be the only technology or application used by the SMB. Depending on the business, there will also be back office, inventory, accounting, security, etc. Showing how your POS solution can integrate with other systems and also do double duty (e.g., supporting security and pricing updates) should be part of any sales presentation.

Compliance and Security: Regulations and legal requirements are a major issue for SMBs because of the scarce resources that must be allocated to complying with them.

Capacity and Scalability: SMBs will want a solution that is "right-sized" to their needs. That means a solution that doesn't force them to over-buy now (and regret it later), but gives them the option to expand easily without having to make major reinvestments or jettison existing ones.

Resiliency and Redundancy: When SMBs invest in a new solution, they expect tireless performance. They don't want it to fail, ever. Highlight key reliability features (e.g., no moving parts) and how that eliminates potential disruptions. Particularly because the POS system plays such a central role in any business, managers will be concerned about system breakdowns or employee downtime due to training and learning.

POS Solution Recipes

Developing a POS solution can be a straightforward process—processor, display, cash drawer, POS software, etc. — but your choice of ingredients can have a profound effect on the overall performance and capability of the solution. Everything matters, including processing performance and speed, power consumption, network throughput, storage availability, and platform reliability.

Here are three typical “recipes” for POS, ranging from a basic to advanced:

Entry-level users are typically getting started with a small system or upgrading an existing system. POS systems are their entry into technology applications. They may need more education about why to use a POS versus a basic standalone electronic cash register. Simplicity, reliability, and cost will be driving factors. Mobile POS should be discussed if for no other reason than mobile POS can offer cost and flexibility advantages over traditional fixed POS solutions.

Mainstream users will typically have more familiarity with the value of a POS and will be focused on how they can take advantage of specific features and capabilities to streamline processes that are unique to their business, such as inventory management and purchasing. Cost-benefit analysis will be extremely important in building a robust solution. Reliable performance and simplicity will be important for mainstream users as they weigh the pros and cons of investing in more robust capabilities.

Advanced users will adopt a more strategic view of the POS and its role in building a business. They will want to take a comprehensive look at issues such as back-office integration, multi-location networking, support for enhanced or personalized customer service, integration with advanced systems such as digital signage and security and, of course, mobility. Advanced users will want to know that they are investing in a flexible, scalable solution that can grow as they grow.

Most businesses will recognize the need to have some way of recording sales, generating receipts, etc. The challenge is typically to help them see the value in making a more significant investment in a POS.

	ENTRY	MAINSTREAM	HIGH END
CPU	Intel® Atom™ processor or Intel® Celeron® processor	Intel® Core™ i3 processor	Intel® Core™ i5 processor
Memory	Up to 2 GB	Up to 4 GB	2-32 GB
Storage/Hard Disk Drive	2.5" 160 GB SSD	2.5" 160 GB SSD	250 or 500 GB SSD
Cash Drawer	Optional	Required	Required
Screen	12-inch capacitive touch screen	15-inch capacitive touch screen	17-inch capacitive touch screen; optional second, customer-facing screen
Integrated MSR	Yes	Yes	Yes
Audio	No	No	Yes



Why an Intel®-based Solution for POS

Small and medium-size businesses (SMBs) are looking for solutions that are consistent with their vision of the future of customer interaction. They need solutions that offer flexibility now and for the future. Intel-based solutions meet these needs—supporting the delivery of flexible, scalable technology solutions.

- Intel® architecture supports seamless integration of all processes and applications across the entire SMB enterprise. The common hardware platform offers inherent scalability to

enable everything from the smallest POS terminal to a sophisticated back-end inventory management infrastructure.

- All Intel® processors today use a multi-core architecture and offer a common language environment, enabling developers to easily integrate systems with existing infrastructure and leading to a complete solution with little design hassle. The ability to port applications across all Intel chips provides the flexibility to seamlessly integrate devices, applications, and processes. The time and money saved in implementing POS solutions can be significant.

- Intel is ready with solutions designed to be managed and secured at the highest levels.

In other words, Intel® architecture provides the values needed to solve the biggest challenges facing SMBs today. When deployed inside all devices and infrastructure, Intel® architecture delivers the platform necessary to build the integrated experiences that enhance customer service, reduce costs, and increase sales.

Technologies Supporting Intel's Value Proposition

The Intel® Intelligent Systems Framework (Intel® ISF) provides a common solution framework for easily connecting, managing and securing devices, specifying key ingredients that can be flexibly combined, including:

- Intel® processor platforms (including Intel® Atom™, Intel® Core™, and Intel® Xeon®) and related technology like Intel® vPro™ technology and Intel® TXT, as well as a range of I/O for flexible communications.
- OSs including Microsoft® Windows®, Wind River® Linux®, and Wind River® VxWorks®
- Security including McAfee® Embedded Control® and McAfee® Deep Defender®
- Remote manageability capabilities that support third-party management consoles

In addition to identifying the key functionality, Intel is ensuring the compatibility of compliant solutions, certifying solutions from members of the Intel® Intelligent Systems Alliance.

Intel is also working with system vendors, ISVs, and systems integrators to create cloud-to-device services that build on the framework.

Beyond that, Intel has introduced a number of technologies specifically designed to help SMBs (as well as larger organizations) implement POS solutions:

Intel® Active Management

Technology: Using integrated platform capabilities and popular third-party management and security applications, Intel® Active Management Technology (Intel® AMT) makes it possible to discover, repair, and protect networked solutions, such as POS systems. Components can be diagnosed and repaired remotely, ultimately lowering IT support costs. Systems can be powered up and down to save energy. Intel® AMT is a feature of Intel® Core™ processors with Intel® vPro™ technology and platforms based on select Intel® Xeon® processors.

Intel® HD Graphics: Graphics processing can be essential to the success of a POS—enhancing its usability and simplicity and also providing opportunities for high-impact marketing. Second-generation Intel® Core™ processors and beyond have an integrated graphics processor

that gives the platform the extra thrust needed for rendering video and animated graphics at the highest possible level, while also handling other tasks such as viewer analytics. Intel® Iris™ graphics, together with the fourth-generation Intel® Core™ processor, significantly increases the performance⁶ of the previous generation of Intel® graphics, delivering faster 3D rendering, more complex shading, and fluid character motion. The powerful platform provides the flexibility needed to customize solutions to each SMB without the typical high costs associated with custom development.

Intel® Audience Impression Metric Suite: Attaching a digital sign and a sensor—even a consumer-grade webcam—to a POS solution and loading Intel® Audience Impression Metric Suite (Intel® AIM Suite) software to a connected PC—that's all it takes for any SMB to begin gathering

sophisticated audience analytics. Users subscribe to the Intel® AIM Suite service and just need a web browser and login rights to view real-time data, customize reports, and manage their devices.

PCI Compliance Authentication: SMBs need to ensure that the PCI (payment card industry) security technology solutions they choose adequately protect their customers' sensitive credit card information. Any POS implemented in a retail environment that accepts credit card data (e.g., an interactive kiosk) needs to be PCI-compliant. Intel provides the industry's only inline security gateway broker that applies data protection through tokenization for data sent to back-end applications. The use of a proxy minimizes application changes by performing data protection on the application payload rather than coded in to the application itself.



The broker sits between incoming sensitive data and communicates with back-end systems over standard protocols. It protects data on the wire before it hits the application architecture and acts as a central point for decryption and de-tokenization.

The Time is Now

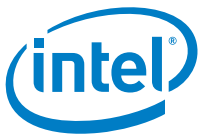
Stores, restaurants, hotels, and other businesses have long been using some form of a POS solution to manage sales and generate receipts.

But today's new POS solutions are smarter, more connected, and more versatile than ever. Instead of simply processing transactions, they can help streamline business processes and enhance customer relationships, opening up a new world opportunity for small businesses.

Today's POS systems are a critical part of a 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, delivering flexible, scalable technology solutions, specifically designed for the needs of small and medium-size businesses.

For all of these reasons, and many more, making POS part of your solutions offering is a smart strategy.



For more information, visit intel.com/retailsolutions

¹IHL Group, 2013 Mobile POS, www.ihlservices.com

²http://www.posiflexusa.com/builtbetter/pdfs/Case_for_Retail_Hardened_POS-RIS.PDF

³<http://www.entrepreneur.com/article/77960>

⁴IHL Group, 2013 Mobile POS, www.ihlservices.com

⁵No computer system can provide absolute security under all conditions. Built-in security features available on select Intel® processors may require additional software, hardware, services and/or an Internet connection. Results may vary depending upon configuration. Consult your system manufacturer for more details. For more information, see <http://security-center.intel.com/>

⁶4th generation Intel® Core™ i5-4558U processor (28W, 2.4 GHz (turbo up to 2.9 GHz), 2C/4T, Intel® Iris™ graphics 5100 1.10 GHz, graphics driver 15.31.3063) compared to 3rd generation Intel® Core™ i3-3687U processor (17W, 1.9 GHz, 2C/4T, Intel® HD Graphics 4000 1.10 GHz, graphics driver 15.28.2875, 15.31.3063). For more information visit <http://www.intel.com/content/www/us/en/architecture-and-technology/hd-graphics/hd-graphics-developer.html#viewmore>.

Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit Intel® Active Management Technology.

Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. To learn more visit: <http://www.intel.com/technology/vpro>.

Iris™ graphics is available on select systems. Consult your system manufacturer.

Intel's compilers may or may not optimize to the same degree for non-Intel microprocessors for optimizations that are not unique to Intel microprocessors. These optimizations include SSE2, SSE3, and SSE3 instruction sets and other optimizations. Intel does not guarantee the availability, functionality, or effectiveness of any optimization on microprocessors not manufactured by Intel.

Microprocessor-dependent optimizations in this product are intended for use with Intel microprocessors. Certain optimizations not specific to Intel microarchitecture are reserved for Intel microprocessors. Please refer to the applicable product User and Reference Guides for more information regarding the specific instruction sets covered by this notice. Notice revision #20110804

The TCO or other cost reduction scenarios described in this document are intended to enable you to get a better understanding of how the purchase of a given Intel product, combined with a number of situation-specific variables, might affect your future cost and savings. Circumstances will vary and there may be unaccounted-for costs related to the use and deployment of a given product. Nothing in this document should be interpreted as either a promise of or contract for a given level of costs.

INFORMATION IN THIS DOCUMENT IS PROVIDED IN CONNECTION WITH INTEL PRODUCTS. NO LICENSE, EXPRESS OR IMPLIED, BY ESTOPPEL OR OTHERWISE, TO ANY INTELLECTUAL PROPERTY RIGHTS IS GRANTED BY THIS DOCUMENT. EXCEPT AS PROVIDED IN INTEL'S TERMS AND CONDITIONS OF SALE FOR SUCH PRODUCTS, INTEL ASSUMES NO LIABILITY WHATSOEVER AND INTEL DISCLAIMS ANY EXPRESS OR IMPLIED WARRANTY, RELATING TO SALE AND/OR USE OF INTEL PRODUCTS INCLUDING LIABILITY OR WARRANTIES RELATING TO FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, OR INFRINGEMENT OF ANY PATENT, COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHT.

A "Mission Critical Application" is any application in which failure of the Intel Product could result, directly or indirectly, in personal injury or death. SHOULD YOU PURCHASE OR USE INTEL'S PRODUCTS FOR ANY SUCH MISSION CRITICAL APPLICATION, YOU SHALL INDEMNIFY AND HOLD INTEL AND ITS SUBSIDIARIES, SUBCONTRACTORS AND AFFILIATES, AND THE DIRECTORS, OFFICERS, AND EMPLOYEES OF EACH, HARMLESS AGAINST ALL CLAIMS COSTS, DAMAGES, AND EXPENSES AND REASONABLE ATTORNEYS' FEES ARISING OUT OF, DIRECTLY OR INDIRECTLY, ANY CLAIM OF PRODUCT LIABILITY, PERSONAL INJURY, OR DEATH ARISING IN ANY WAY OUT OF SUCH MISSION CRITICAL APPLICATION, WHETHER OR NOT INTEL OR ITS SUBCONTRACTOR WAS NEGLIGENT IN THE DESIGN, MANUFACTURE, OR WARNING OF THE INTEL PRODUCT OR ANY OF ITS PARTS.

Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined". Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information. The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order.

Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or go to: <http://www.intel.com/design/literature.htm>. Intel may make changes to specifications and product descriptions at any time, without notice. Designers must not rely on the absence or characteristics of any features or instructions marked "reserved" or "undefined". Intel reserves these for future definition and shall have no responsibility whatsoever for conflicts or incompatibilities arising from future changes to them. The information here is subject to change without notice. Do not finalize a design with this information. The products described in this document may contain design defects or errors known as errata which may cause the product to deviate from published specifications. Current characterized errata are available on request. Contact your local Intel sales office or your distributor to obtain the latest specifications and before placing your product order. Copies of documents which have an order number and are referenced in this document, or other Intel literature, may be obtained by calling 1-800-548-4725, or go to: <http://www.intel.com/design/literature.htm>

Copyright © 2015 Intel Corporation. All rights reserved. Intel, the Intel logo, and Xeon are trademarks of Intel Corporation in the U.S. and other countries.

*Other names and brands may be claimed as the property of others.