

New Mobile Tablets Offer Far More Than Traditional POS

THE MULTI-USE, MULTI-FUNCTION TABLET-BASED POSIFLEX MT-4008W BRIDGES THE GAP BETWEEN FIXED AND MOBILE POS

26%

Retailers currently implementing tablet POS devices

Source: RIS News/Gartner, "25th Annual Retail Technology Study: Retail Transformed"

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The always-connected consumer is driving many business decisions today including the rush to adopt mobile technologies that deliver omnichannel capabilities that delight customers and keep them coming back for more. Businesses in the retail and hospitality environments are seeking ways to provide workers with multi-use mobile technology that not only streamlines services and improves productivity, but also drives sales, customer satisfaction and loyalty.

Mobile POS technology is the lynchpin for many of these goals and a big part of any plan to revitalize businesses. In the right form factor, mobile POS offers much more than

traditional POS terminals. As a result, more than a quarter (26%) of U.S. retailers are implementing mobile POS today, and 15% plan to begin implementing it within 12 months, according to the 2015 RIS/Gartner Retail Technology Study.

However, it is important to note that simply replicating fixed POS capabilities on a standard mobile device is not enough to achieve the omnichannel benefits that businesses desire. What is needed is a hybrid device that bridges the gap between fixed and mobile POS terminals, a solution that brings together broad functionality and flexibility in a single, versatile form factor.

POSIFLEX

MT-4008W: MOBILITY WITHOUT COMPROMISE



4 in 10

Retailers will replace existing POS systems with tablets, mobile devices or some hybrid

Source: EKN Research, "State of the Industry Research Series: 2015 Retail Point-of-Sale Blueprint"

Next Generation Tablet POS

Taking the mobile POS form factor in a new direction is the award-winning and patented* **Posiflex** MT-4008W, a light-weight aluminum die-cast, Windows-driven eight-inch tablet with a wireless printer docking station and unique handheld accessories that combine to create a compact, multi-use and multi-function POS. The ergonomic design of the MT-4008W features a weight-balanced, slim form factor that delivers cost-saving benefits through its unique hybrid design.

Tablets, as opposed to small, difficult-to-use mobile phone-type devices, are the key to providing managers and staff with the tools they need to serve demanding customers. Over the next 24 months, four in 10 retailers will replace existing POS systems with tablets, mobile devices or some hybrid, according to the EKN Research report "State of the Industry Research Series: 2015 Retail Point-of-Sale Blueprint." Most of the cited POS replacements will be with tablet or hybrid devices.

One of the major benefits of using tablet-based POS is a cost reduction compared to traditional fixed terminals. However, the potential savings can be lost if the mobile devices are not designed and equipped with useful functionality. In fact, there have been many failed mobile POS rollouts, according to the Retail Systems Research report, "Mobile Finds a New Purpose," which notes that many organizations wasted their efforts on such low-priority functions as e-mail (47%) and access to search information (27%) instead of focusing on such high-priority tasks as assisted selling (53%).

Posiflex MT-4008W has won three worldwide awards for product design and innovation.



reddot award 2015
winner



The MT-4008W won the 2015 Red Dot Award for Product Design from a field of 4,928 entries from 56 countries. Additionally, at Computex 2015, the second largest international IT exhibition in the world, the MT-4008W won two more awards for Best Choice for functionality, innovation and market potential, plus the Design & Innovation award.

*The MT-4008W has patents approved in China and Taiwan and is patent pending in the U.S.

Unlike earlier mobile devices, the **MT-4008W** leverages the business-friendly Windows 8.1 Industry Pro operating system. The benefits of this state-of-the-art OS include easy software updates, easy white-listing or locking out apps, simple installation of third-party apps, and the ability for developers to modify or write new software based on proven terminal code.

33%

Retailers already
investing in mobile POS

Source: RIS News/ Gartner, "25th
Annual Retailer Technology Study:
Retail Transformed"

Since most corporate and enterprise environments use Windows-compatible software, the MT-4008W is well suited for ease of integration and sharing data with other systems. In addition, the Windows' business-to-business approach removes the need to support multiple OS platforms and the risk of frequent and radical updates that can quickly make other mobile solutions obsolete.

Multi-Use Mobile Versatility

As mobile POS has matured, an evolution has occurred in the tablet form factor that places an emphasis on multi-use versatility. The MT-4008W features a form factor that includes a hand strap and pistol grip for easy carrying and a wireless WiFi 802.11 b/g/n printer docking station for setting it down and charging the battery. The tablet draws power first from the pistol grip when it is connected and then from the tablet to maximize uptime. When they are put back in the docking station the tablet charges first and then the pistol grip. These features keep the tablet ready for delivering multi-use functions throughout the long business day.

items while improving productivity for line-busting and speeding up service to customers.

Given the clear benefits offered by multi-use and multi-function POS devices like the MT-4008W, it is not surprising to learn that many retail and hospitality companies are actively making plans to add tablets to their businesses. In fact, 28% of retailers have identified tablets as key investment areas, according to the 2015 RIS/IHL Group Store Systems Study, "Making Stores Matter." And another 25% have identified mobile POS as a top investment area.

When these businesses explore their mobile options and seek a cost-effective solution that will improve staff productivity and the customer experience, they will look for a full-featured, versatile solution that is easy to manage, has a long life, and smoothly fits into their enterprise computing environment.

The tablet-based MT-4008W, with its unique Windows-based hybrid design, embodies the functions that businesses need to grow sales, reduce costs, improve the customer experience, and meet competitive demands. Traditional POS is evolving and the MT-4008W is an example of a new approach that will help it reach the next level.

THE TABLET-BASED MT-4008W, WITH ITS UNIQUE WINDOWS-BASED HYBRID DESIGN, EMBODIES THE FUNCTIONS THAT BUSINESSES NEED TO GROW SALES, REDUCE COSTS, IMPROVE THE CUSTOMER EXPERIENCE, AND MEET COMPETITIVE DEMANDS.

The MT-4008W's patented technology and design enables it to be used for line-busting and payment processing during peak traffic periods. During less busy times it can also be fitted with the pistol grip, which charges the tablet to enable use throughout a full shift, and converts into a full-featured 1D or 2D scan gun for use during inventory counting and back-office receiving. And, finally, the MT-4008W's small form factor can also be used to augment or replace fixed POS units to reduce costs and free up floor and counter space to use for impulse

53%

Retailers that are adding
assisted selling to their
tablet applications

Source: RSR, "Mobile Retail Finds
New Purpose"

TABLETS ARE CRITICAL POINT OF SERVICE DEVICES IN HOSPITALITY



Retailers increasing store IT spending on tablets

Source: RIS/IHL Group, "12th Annual Store System Study 2015: Making Stores Matter"

In the restaurant environment, **tablets** have a dual-mode capability that is ideal for performing critical elements of service that improve server productivity and customer satisfaction.

"For example, in the customer-facing mode, customers can order the first round of drinks and appetizers as soon as they are seated, even if they are not ready to place the full order," says Wes Marco, Director of IT for Hooters America. "Tablets also enable customers to easily order refills of drinks and offer games that children can play. When the entrees are nearly done, the tablet can begin displaying desserts. And, finally, tablets quicken the checkout process at the end of the meal, which is a time when guests want a quick exit."

Tablets also become highly productive server-facing tools during the lunch rush when servers are double set or triple set and speed and accuracy are required. "One server with a tablet can go from table to table and fire those orders right into the kitchen without leaving the floor," adds Marco. "In addition, the tablets can prompt servers to take add-on orders, such as adding fries to a hamburger order. And, finally, tablets are very useful to managers as a way to help streamline training and on-boarding new servers."

One of the major benefits of the **Posiflex** MT-4008W mobile device is that it features a patented hybrid design that solves the problem of "where do I set the tablet down when I get food or drinks?" In most restaurants, there is no place to do this. However, with a hybrid tablet that features a docking station, servers have a place to put the device, get the food or drinks, and pick it up later.

Perhaps the most interesting benefit will arrive with the roll out of EMV payment, which is scheduled for October 1, 2015. At this time, chip-embedded credit cards will be used that require customers to enter a PIN or signature at the POS. This will be a challenge in restaurants because servers will not want to walk customers to a register to pay. Tablets may be the best way to meet this challenge in a customer-friendly way.



ABOUT POSIFLEX

Since 1984 Posiflex has designed and manufactured POS terminal and peripheral devices. Over 30 patents and numerous awards have been won for product innovation, design and reliability in the hospitality and retail industry. Both tablets and touch screen terminals are produced in two ISO certified facilities, and undergo rigorous third party testing to assure maximum uptime.