intel®

Win Shoppers in the New World of Unified Commerce with a Holistic Approach to POS

New POS solutions help retailers optimize customer engagement and reduce costs

"Capgemini's alliance with Intel was the key to unlocking our complex and challenging point-of-sale system upgrade. Now, with centralized remote point-of-sale system management, we're more agile, more secure, and much more scalable."[1]
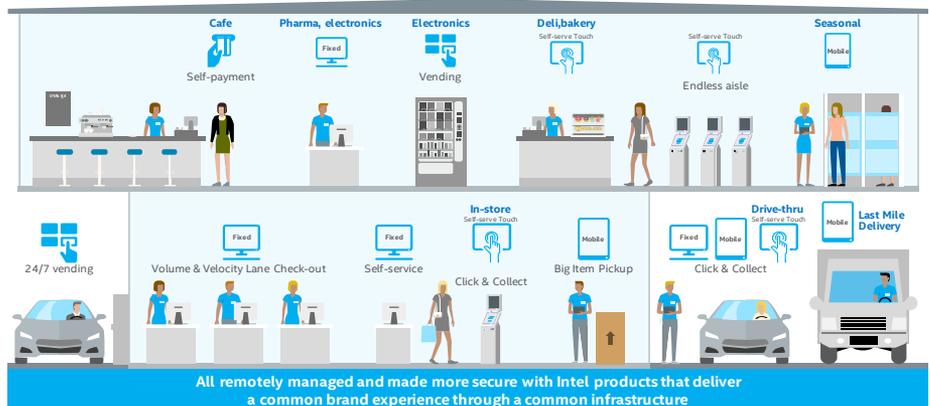
Service Manager, European DIY Retailer

Industry Challenges

Unified commerce is quickly becoming retail's new normal. Brands are now merging their physical and digital channels on a single platform to deliver the seamless, consistent, unified commerce experience that shoppers crave. As part of this evolution, they are introducing new store capabilities and new transaction types. For example, services such as click 'n collect, endless aisle, last mile delivery and personalized offers give shoppers options and allow retailers to provide a more flexible, unique shopping experience. These new services facilitate shoppers' interactions with the brand, leading to stronger customer relationships and increases in both conversion and basket size.

But unified commerce capabilities demand a broad range of new POS devices and peripherals—posing a challenge for retailers already dealing with e-commerce platforms and traditional transaction systems. Manageability is a key issue as POS devices are more varied and more widely distributed than ever before. From the cash register to today's cloud-based POS software to increasingly widespread POS as a service, POS is continuing to evolve. Meanwhile, cybercrime is growing exponentially. And as frequent news reports make clear, in retail, cybercrime starts at POS. Protecting sensitive customer and proprietary data is an ongoing challenge and a significant cost for retailers. As an example, the current required shift from mag-stripe cards to EMV is costing $200 - $1,000 per unit.[2]

ARE YOU READY FOR THE FUTURE OF POS?

All remotely managed and made more secure with Intel products that deliver a common brand experience through a common infrastructure

UNIFIED COMMERCE: THE CAPABILITIES OF THE PHYGITAL STORE

1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
RETURNS	**CLICK 'N COLLECT**	**ENDLESS AISLE**	**UNIFIED REGISTRY**	**LAST MILE**	**AUTOMATED RETAILING**	**3RD PARTY SERVICES**	**4TH CHANNEL**
any where, any time (yours or 3rd party	buy online pick-up in-store	all-stores, all-channel all-the-way to vendors and to the marketplace	all channels all stores access to other brands	same day same hour (yours or 3rd party) (3D printing)	the store anywhere events 24-7-365	federations value-add monetized	in the home replenishment value-add analysis

As standards change and legacy systems age, the cost of ensuring the reliability and security of store transactions keeps rising. In a recent 18-month period alone, 49% of retailers experienced an increase in payments costs.[3]

For retailers, transitioning successfully in this environment requires a new, services-oriented, multi-channel, storewide transaction architecture—one that allows them to effectively manage the multiple new devices that unified commerce requires, while maximizing security and minimizing complexity and cost.

Business Drivers and Desired Outcomes

- **Deliver** the frictionless, unified commerce experience that shoppers expect with new store capabilities and services.
- **Reduce** the complexity and cost of integrating systems with a common architecture and operating system.
- **Protect** customer personally identifiable and credit/debit card information, as well as sensitive proprietary data, with built-in security that operates on all transaction end points.
- **Minimize** device downtime with remote device management technology.
- **Build** a better trained, more successful salesforce by making up-to-date information about products and inventory levels available to store associates.
- **Identify** the right POS device for the right setting.

Digital Transformation and Business Innovation

A common infrastructure enables delivery of a common brand experience across all channels and a wide variety of devices. It allows customers to transact with retailers securely where, when and how they like for optimal engagement across channels. Adopting a holistic approach to POS management can help retailers expand functionality and increase agility, while reducing complexity.

Enabling Transformation

The path toward unified commerce requires both integration and innovation. End-to-end POS solutions from Intel and its rich partner ecosystem provide both—without compromising security—and offer the following benefits:

- The world's largest POS device and software ecosystem, giving retailers options when choosing components and allowing them to minimize integration issues and acquisition costs
- Trusted advice in device form factor, usage, security, manageability and performance
- The advantage of one—one infrastructure, one operating system, one application, one remote management and one security—from fixed to mobile
- Built-in security solutions such as Intel® Data Protection Technology for Transactions (Intel® DPT for Transactions) to protect both card and personal data at every point along the shopper journey[4]

- Powerful, hardware-based remote management solutions enabled by Intel® vPro™ technology that yield approximately $170 in savings for every service call to drive improved long-term ROI[5]
- The ability to repair and protect networked devices remotely with Intel® Active Management Technology (Intel® AMT), ultimately lowering IT support costs

Intel Technology Foundation

Device and software solutions based on Intel® technology equip retailers to create sustainable POS value as they transition to one architecture in the era of unified commerce.

Software

- Remote Management with Intel® vPro™ Technology
- Intel® Data Protection Technology for Transactions
- Intel® Active Management Technology

CPU / Chipset

- Intel® Core™ Processor
- Intel® Core™ M Processor
- Intel® Express Chipset

Strategic Solution Partners

Hardware:

- Hewlett-Packard
- Dell
- Wincor/Nixdorf
- NCR
- Fujitsu
- Toshiba

Where to Get More Information

For more information, please visit **intel.com/retail**.

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[1] Point-of-Sale Upgrade Boosts Customer Experience, Reduces Downtime, and Saves Money for Leading European DIY Retailer, Capgemini, 2015.
[2] "The US Migration to EMV: Considerations for the Payment Environment," Payments Policy Group, May 2015.
[3] "2015 Global Payments Insight: Retailers," Ovum, Nov. 2014.
[4] No computer system can be absolutely secure.
[5] Intel ISG forecasting, using industry benchmarks, 2016. Intel Retail Solutions Division, 2016.