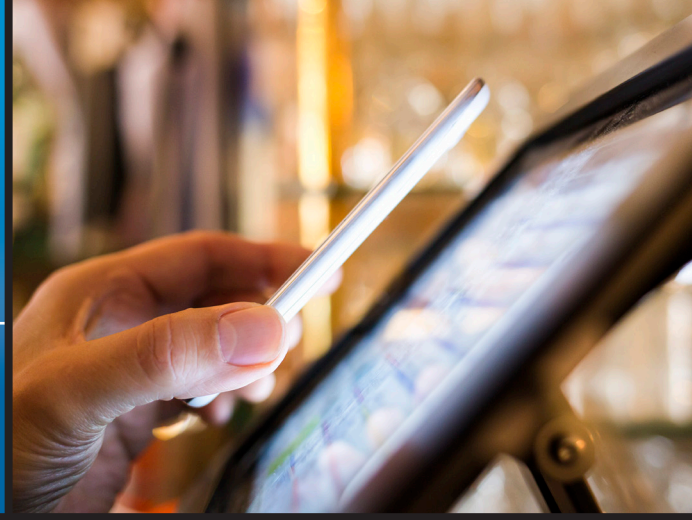


TECHNOLOGY SOLUTIONS GUIDE



POS SOFTWARE FOR CUSTOMER-CENTRIC EXPERIENCES

In today's omnichannel retail landscape, executives must select POS technology that provides consumers a frictionless transaction and associates a 360-degree view of the customer across all touchpoints. Meanwhile, security remains an issue. PCI compliance and EMV are two of the biggest challenges facing retailers today, while traditional legacy POS systems often pose a host of challenges to retailers around fraud risk, trust and litigation. Additionally, WiFi networks add to these security challenges.

With space at a premium, a mobile tablet-based POS system often makes sense. The introduction of mobile, cloud-based POS systems allows for rapid deployment and the ability to truly launch POS systems anywhere, such as in pop-up stores. And of course, empowering store associates with a mobile toolkit to provide more information about products, services, and customers creates a truly personalized experience.

In retailers' fast-paced quest to provide consumers with an omnichannel, personalized shopping experience, how executives choose to revamp POS will have a big impact on their future and any stragglers may be left behind.

Q What next-gen functionality should retailers look for when updating or changing their POS software?

PETE CATOE: To be successful in today's omnichannel retail landscape, executives must select technology that provides a frictionless transaction experience for consumers, from brick to click.



PETE CATOE
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