Image: Toshiba

Embracing Modularity in POS Tech: Innovate with Confidence

Create your tomorrow with innovative, flexible, and tailored solutions that meet your needs while skipping those that don't.

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KIOSK marketplace

Technology changes at nearly the speed of light in modern commerce, with new solutions seeming to appear on a weekly if not daily basis. Although many of those technologies can help simplify business operations and boost profitability, incorporating them can be a gamble. Many solutions can involve significant investments of time, money, and resources without a guarantee of success.

But by embracing modular, adaptable solutions, retailers can experiment with new technologies to identify the ones that benefit their businesses without the risk of being locked into something that doesn't meet their needs. Modularity, when it comes to technology, allows businesses to scale and evolve at their own pace, ensuring they can quickly pivot or replace tools as market demands shift or new advancements emerge.

By doing so, companies can remain competitive, mitigate the risks of investing in outdated or unsuitable solutions, and align their operations with long-term goals.

The modular approach

No retailer wants to invest significant funds or make long-term commitments only to discover that the technology they chose doesn't deliver the desired results. There may not be anything wrong with the technology; it may just not fit with the company's goals. That can be especially true when it comes to point-of-sale (POS) solutions for retail and restaurant operations. A retailer simply doesn't know how a new technology will affect operations without seeing how it performs in practice.

That's where modularity can come into play.

Modularity in POS solutions in retail and restaurants refers to the ability to test, customize and configure systems based on specific business needs, enabling maximum flexibility and scalability. This design allows operators to choose components, such as hardware peripherals or software features, that best align with their operational requirements while leaving behind the components that don't offer an advantage. By supporting easy upgrades

and replacements, modularity ensures the system remains future-proof and adaptable to evolving technologies while maintaining seamless performance and efficiency.

There are a variety of modular POS solutions designed to meet the diverse needs of modern retailers while ensuring scalability and adaptability. Retail technology company Toshiba Global Commerce Solutions, for example, offers modular platforms that enable businesses to customize their systems to suit specific requirements, whether it's enhancing customer engagement with advanced analytics or streamlining checkout with mobile payment capabilities. Additionally, these platforms are built to support hybrid environments, ensuring compatibility with both legacy systems and emerging technologies.

Image: Toshiba

Toshiba's MxP™ Modular eXpansion Platform

Toshiba's MxP™ Modular eXpansion Platform, for example, is a cutting-edge solution designed to enhance the flexibility and adaptability of point-of-sale (POS) systems. It allows retailers and restaurant operators to seamlessly integrate new technologies and functionalities without disrupting their existing infrastructure, enabling faster deployment of innovations.

Some of the benefits of adopting a modular strategy with POS systems include:

Increased speed in deploying new capabilities/functions

Modular POS systems allow businesses to quickly integrate and test new features without overhauling the entire system. This agility helps companies stay ahead of industry trends and respond to customer expectations in real time. By adopting this approach, businesses can reduce downtime during upgrades and avoid costly disruptions to operations. It also enables them to pivot quickly when market demands change, helping them remain competitive in a changing environment.

Develop a culture of innovation to try/fail/succeed faster

No one wants to take major risks (and end up taking the blame) for failure when it comes to testing new technologies. With modular systems, businesses can experiment with new tools and ideas in a low-risk environment, fostering a mindset of continuous improvement and encouraging the team to embrace failure as a learning opportunity, ultimately leading to faster innovation and growth.

TCx® Touch Displays

Image: Toshiba

Toshiba's TCx® Touch Displays feature a modern and compact design that can be deployed across a variety of environments, with a variety of size options and I/O connectivity. These displays are integrated with Biometric Edge Computing for A.I. functionality, featuring a built-in camera on 15" and 15.6" displays, with an external mounting option for the 19.5" display. Featuring six touch models with a sleek design, brushed metallic finish, and built-in USB-C connectivity, these displays provide versatility across multi-store environments – at point-of-sale check-out, self-service kiosks, the back office, or even as in-store media options.

Improve the customer experience

By enabling seamless integration of customer-oriented features such as personalized recommendations or mobile payment options, modular POS systems enhance overall shopper satisfaction. Customers benefit from faster service, greater convenience, and tailored interactions that build loyalty. Additionally, the flexibility to adapt to new sales channels or emerging payment methods ensures a smooth and modern shopping experience that meets evolving consumer expectations.

Address labor challenges

Modular POS systems can incorporate tools such as automated scheduling or A.I.-driven analytics to optimize staffing and reduce strain on employees. Solutions are continually improving in their ability to analyze historical data and real-time trends to predict staffing needs, ensuring the proper number of employees are available throughout the day. These features help businesses better manage labor costs and adapt to workforce shortages with greater ease.
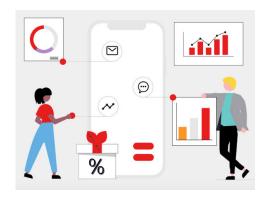
Boost staff effectiveness

Intuitive and flexible POS modules simplify training and reduce onboarding time for new employees. These systems are designed with user-friendly interfaces, enabling employees to quickly master essential functions. Staff members can focus more on customer engagement and less on navigating complex systems, increasing productivity and morale. As a result, businesses can maintain smooth operations even during periods of high turnover or when scaling their workforce.

Image: Toshiba

TCx® 820 POS System

The TCx® 820 is a flexible, high-performance POS All-in-One Solution built to enhance any customer experience. It's a cost-effective, compact solution that provides quick and easy utilization in areas with higher throughput, seamlessly integrating into any retail or restaurant environment with multiple display offerings. Built to support long-term investments, the TCx® 820 is designed to deliver exceptional reliability, flexibility, and ease of use.

New technologies in the marketplace

Toshiba's ELERA® Commerce Platform is a unified commerce architecture for cross-channel retailers, enabling them to integrate and manage a variety of technologies, such as inventory management, customer engagement, and checkout solutions, from a single platform. ELERA®'s modular and scalable architecture allows businesses to quickly adapt to changing market demands and deploy new functionalities with ease. By leveraging advanced analytics and A.I. capabilities, the platform helps retailers to make data-driven decisions, optimize workflows, and deliver personalized shopping experiences across all channels.

Conclusion

Ever-evolving technology offers businesses an opportunity to improve operations, reduce costs, and improve the customer experience, but not every solution is right for every situation. Adopting a modular POS solution can aid in helping operators find the appropriate solutions without being locked into ones that don't meet their needs.

Toshiba's modular and adaptable solutions give operators the flexibility to embrace new technologies while minimizing risk. With a focus on flexibility, reliability, and innovation combined with A.I.-driven, end-to-end support, Toshiba's modular POS solutions empower retailers to optimize operations and stay competitive in a rapidly evolving market.

ABOUT THE SPONSOR:

Toshiba is a global leader in technology and innovation, offering a wide range of solutions that span industries such as retail, energy, electronics, and information technology. With a legacy of over 140 years, Toshiba has consistently driven advancements in engineering and innovation, empowering businesses and consumers alike with cutting-edge products and services. In the retail sector, Toshiba specializes in developing state-of-the-art point-of-sale systems, cloud platforms, and data-driven solutions that help businesses streamline operations, enhance customer experiences, and adapt to evolving market demands.

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