BIG VILLAGE

Retail-hardened POS systems solve hardware challenges to ensure retailers meet their goals.
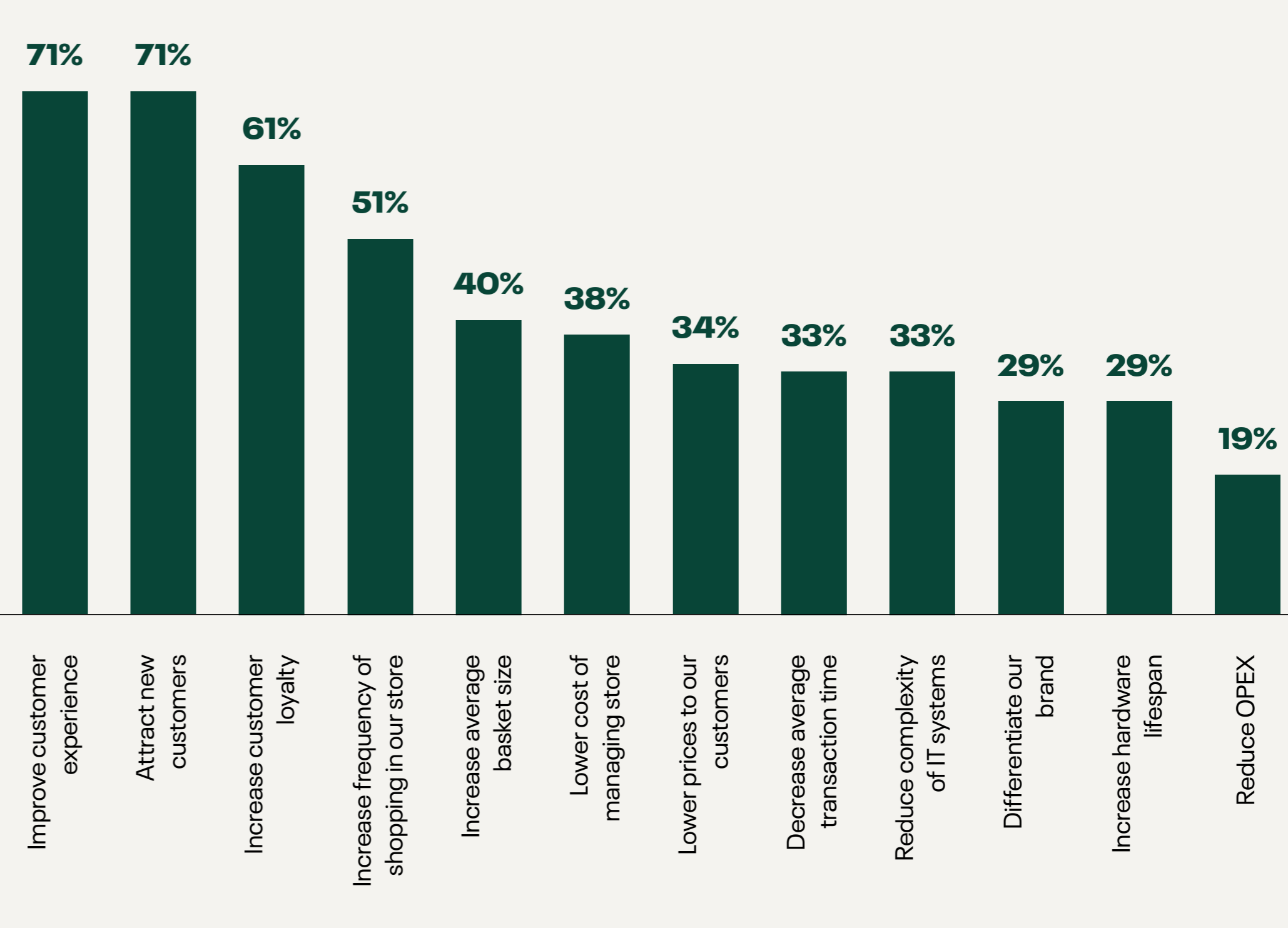
Technology can help retailers improve customer experience and meet financial goals, but there are potential challenges.

RETAILERS ARE LASER-FOCUSED ON THE CUSTOMER.

Retail decision-makers view technology as an enabler of **customer experience**. Improved experience, attracting new customers, and increasing loyalty are the top goals for enhancing the checkout experience. Also important are **increasing sales, decreasing costs, and speeding up transaction times.** Reducing IT complexity, differentiating the brand, and increasing hardware lifespan are less important.

Retailer Goals to Enhance the Checkout Experience Related to Technology

Improve customer experience	71%
Attract new customers	71%
Increase customer loyalty	61%
Increase the ease of shopping in our store	51%
Increase average basket size	40%
Increase speed of managing actions	38%
Lower prices to our customers	34%
Decrease average transaction time	33%
Reduce complexity of IT systems	33%
Differentiate our brand	29%
Increase hardware lifespan	29%
Reduce OPEX	19%

TECHNOLOGY CHALLENGES CAN THREATEN RETAILER GOALS.

Several potential challenges that come with point-of-sale (POS) technology may hinder retailers from reaching their goals.
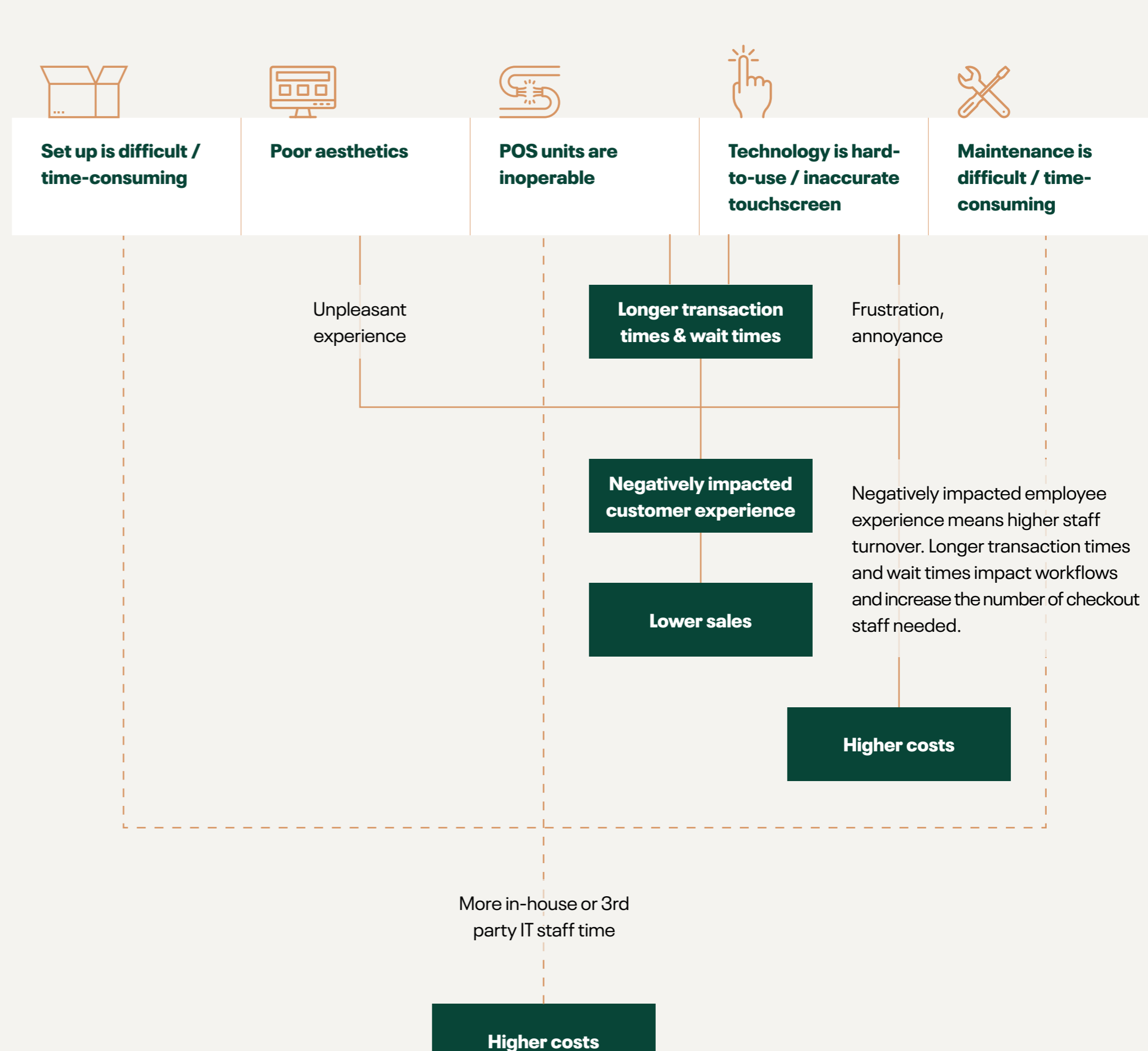
- **We "need them to be fast and efficient."**
  ~ Specialty retailer

- **"Durability [in a] hostile environment" is the biggest pain point.**
  ~ Other retailer

- **"If the technology fails... all sales processes are interrupted."**
  ~ Supermarket

Set up is difficult / time-consuming · Poor aesthetics · POS units are inoperable · Technology is hard-to-use / inaccurate touchscreen · Maintenance is difficult / time-consuming

Unpleasant experience → Longer transaction times & wait times · Frustration, annoyance → Negatively impacted customer experience · Negatively impacted employee experience means higher staff turnover. Longer transaction times and wait times impact workflows and increase the number of checkout staff needed. → Lower sales · Higher costs

More in-house or 3rd party IT staff time → Higher costs

Potential challenges with technology have solutions that Toshiba Global Commerce Solutions' TCx® 810 POS is designed to deliver.

The technology challenges that keep retailers from meeting their goals have solutions that Toshiba's TCx® 810 POS is designed to deliver. The relative performance of Toshiba's TCx® 810 and competing POS devices was assessed via a set of steps executed by an independent expert and tests conducted by Toshiba that the expert analyzed.

TECHNOLOGY CHALLENGE	SET UP IS DIFFICULT / TIME-CONSUMING	POOR AESTHETICS	POS UNITS ARE INOPERABLE	TECHNOLOGY IS HARD-TO-USE / INACCURATE TOUCHSCREEN	MAINTENANCE IS DIFFICULT / TIME-CONSUMING
HARDWARE CAUSES	Hard to understand the installation process of cabling, extra cable security	No or poor cable management system to cover and organize cables which can lead to a messy cash wrap area	Temperature extremes, electrostatic discharge (ESD), dust/lint, liquid spills, cable disconnected/ damaged	Inaccurate touchscreen	Hard to access unit for maintenance, memory upgrades, and storage
HARDWARE SOLUTIONS	Easy to understand cabling, no / less cable security	Thoughtful cable management approach and better customer perception	Retail hardened design	Accurate touchscreen	Easy to access unit for maintenance, memory upgrades, and storage
ASSESSMENT APPROACH	Independent expert assessment of cable management	Independent expert assessment of cable management	Independent expert assessment of cable management. Independent expert analysis of temperature, ESD, dust/lint, and spill tests conducted by Toshiba.	Independent expert analysis of touch tests conducted by Toshiba.	Independent expert assessment of the process required to replace storage and memory, as well as of services support available.

Toshiba's TCx® 810 outperforms competing POS devices.

Toshiba's TCx® 810 POS outperforms the competition. The expert assessment resulted in the following ratings of the POS devices tested.

EXPERT ASSESSMENT	DIEBOLD NIXDORF BEETLE A1150	HEWLETT PACKARD ENGAGE ONE PRO	NCR CX7	ELO EPS15E2	TOSHIBA TCx® 810
CABLE MANAGEMENT	P	A	A	A	P
TEMPERATURE AND HUMIDITY	P	P	P	P	P
ELECTROSTATIC DISCHARGE	P	N	P	P	P
DUST AND LINT	P	P	P	P	P
LIQUID SPILLS	P	P	N	N	P
TOUCH SCREEN NAVIGATION	N	A	P	A	P
STORAGE AND MEMORY	A	A	A	A	P
SERVICES SUPPORT	P	P	P	N	P

P Positive Rating · A Average Rating · N Negative Rating

Retailers value the benefits Toshiba's TCx® 810 POS provides.

TOSHIBA'S POS SYSTEM HELPS RETAILERS ACHIEVE THEIR GOALS.

The system was described as follows, including the list of key benefits, in a survey of retailers. Neither the Toshiba brand nor the TCx® 810 product name was mentioned in the survey.

"Point-of-sale technology performance, flexibility, and low total cost of ownership are vital for retailers who need support for their current store operations and want to prepare for the future as their business evolves. This All-in-One POS System delivers the next generation of a POS family that retailers globally trust to support their infrastructure. A robust all-in-one point-of-sale system, the product drives today's smarter store solutions through innovation that delivers maximum performance, high availability, easy serviceability, energy efficiency and adaptability."

Key Benefits:

- Versatility to use one system for multiple purposes throughout the store
- Customizable with a full line of configuration options, peripherals, and maintenance support
- Rigorously tested to ensure the highest performance, durability, and reliability for any retail environment
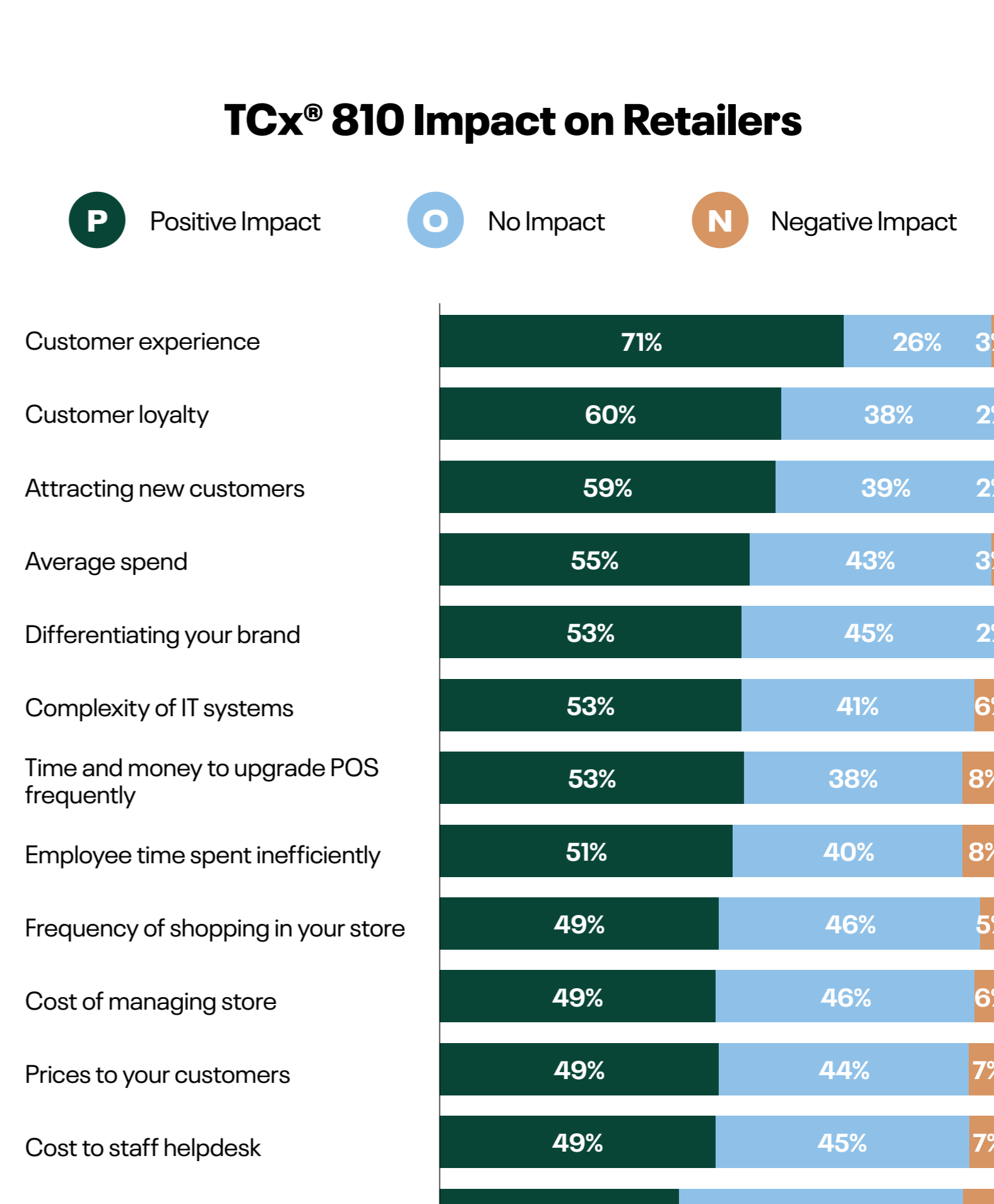- Compatibility with existing technology minimizes cost and simplifies future upgrades

IN THE SURVEY, RETAIL POS USERS HAD A POSITIVE REACTION TO THE UNBRANDED DESCRIPTION AND FEEL THAT IT WOULD HAVE A POSITIVE IMPACT ON THEIR ESTABLISHMENT.

The greatest impact is expected on retail customers: their experience, their loyalty, and the ability to attract new customers, all of which line up with retailers' top goals.

"The more inclusive and streamlined the system is, the easier to train people to use, and the faster the checkout process will be, improving the customer experience, and... serving more customers in a shorter amount of time, minimizing lost customers if people get impatient waiting to be rung up."
~ Specialty retailer

TCx® 810 Impact on Retailers

P Positive Impact · N No Impact · N Negative Impact

	Positive	No Impact	Negative
Customer experience	71%	26%	3%
Customer loyalty	60%	38%	2%
Attracting new customers	59%	39%	2%
Average spend	55%	43%	2%
Differentiating your brand	53%	44%	3%
Complexity of IT systems	53%	44%	4%
Time and money to upgrade POS frequently	53%	39%	8%
Employee time spent inefficiently	51%	45%	4%
Frequency of shopping in your store	49%	48%	3%
Cost of managing stock	49%	46%	5%
Prices to your customers	49%	44%	7%
Cost to staff helpdesk	48%	45%	7%
Employee turnover	42%	50%	8%
Customer Retention	40%	49%	10%

For additional details about the retailer survey, the technical comparison, and our findings, **read our whitepaper.**

To learn more about the TCx® 810 POS visit **Toshiba's website**