

Retail-hardened POS systems solve hardware challenges to ensure retailers meet their goals.

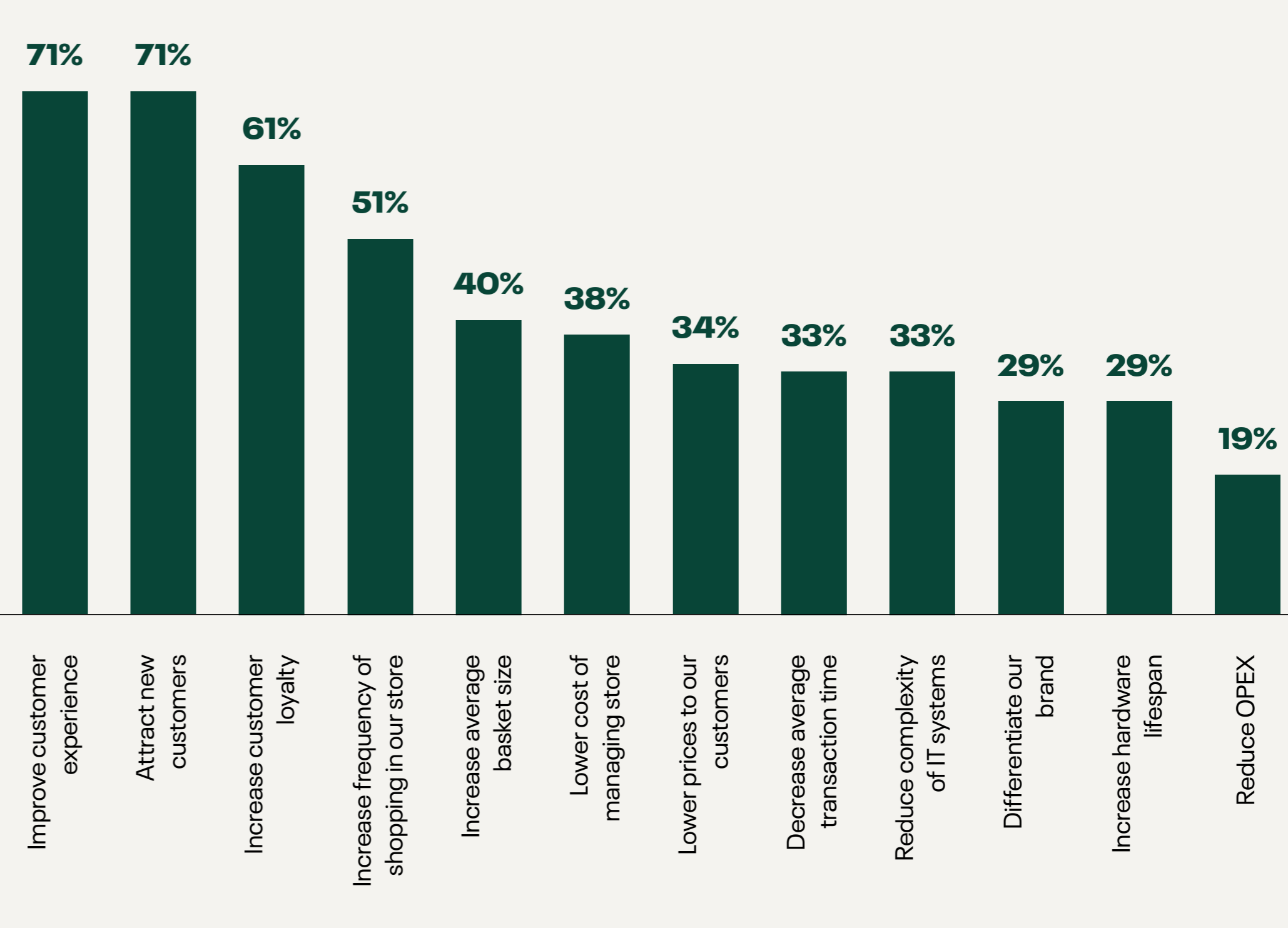


Technology can help retailers improve customer experience and meet financial goals, but there are potential challenges.

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



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."

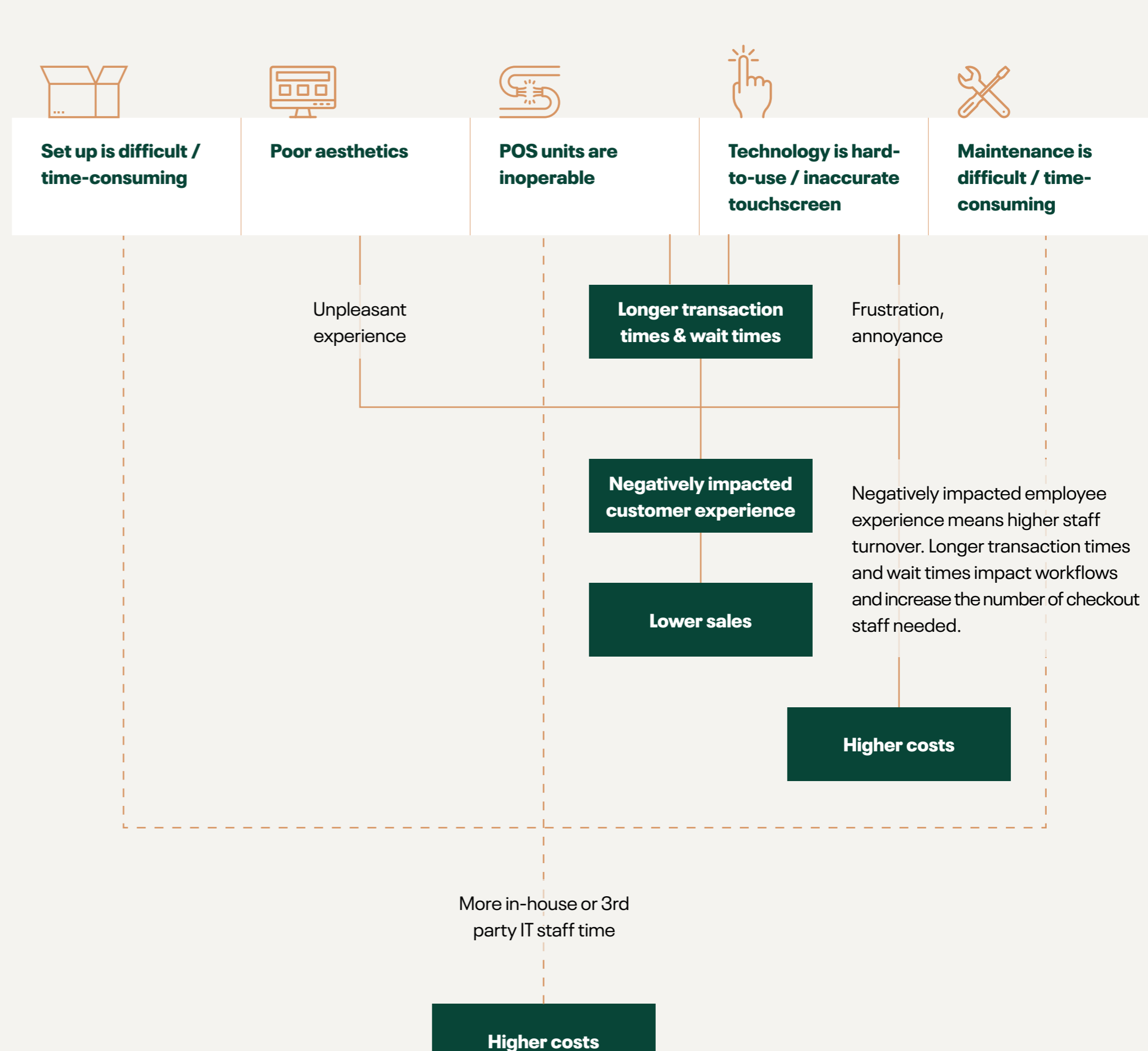
- Specialty retailer

"Durability [in a] hostile environment" is the biggest pain point.

- Other retailer

"If the technology fails... all sales processes are interrupted."

- Supermarket



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 solve. 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 AT150	HEWLETT PACKARD ENGAGE ONE PRO	NCR CX7	ELO EPSISE2	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	N	N	N	P
TOUCH SCREEN NAVIGATION	N	A	N	N	P
STORAGE AND MEMORY	A	A	A	A	P
SERVICES SUPPORT	A	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

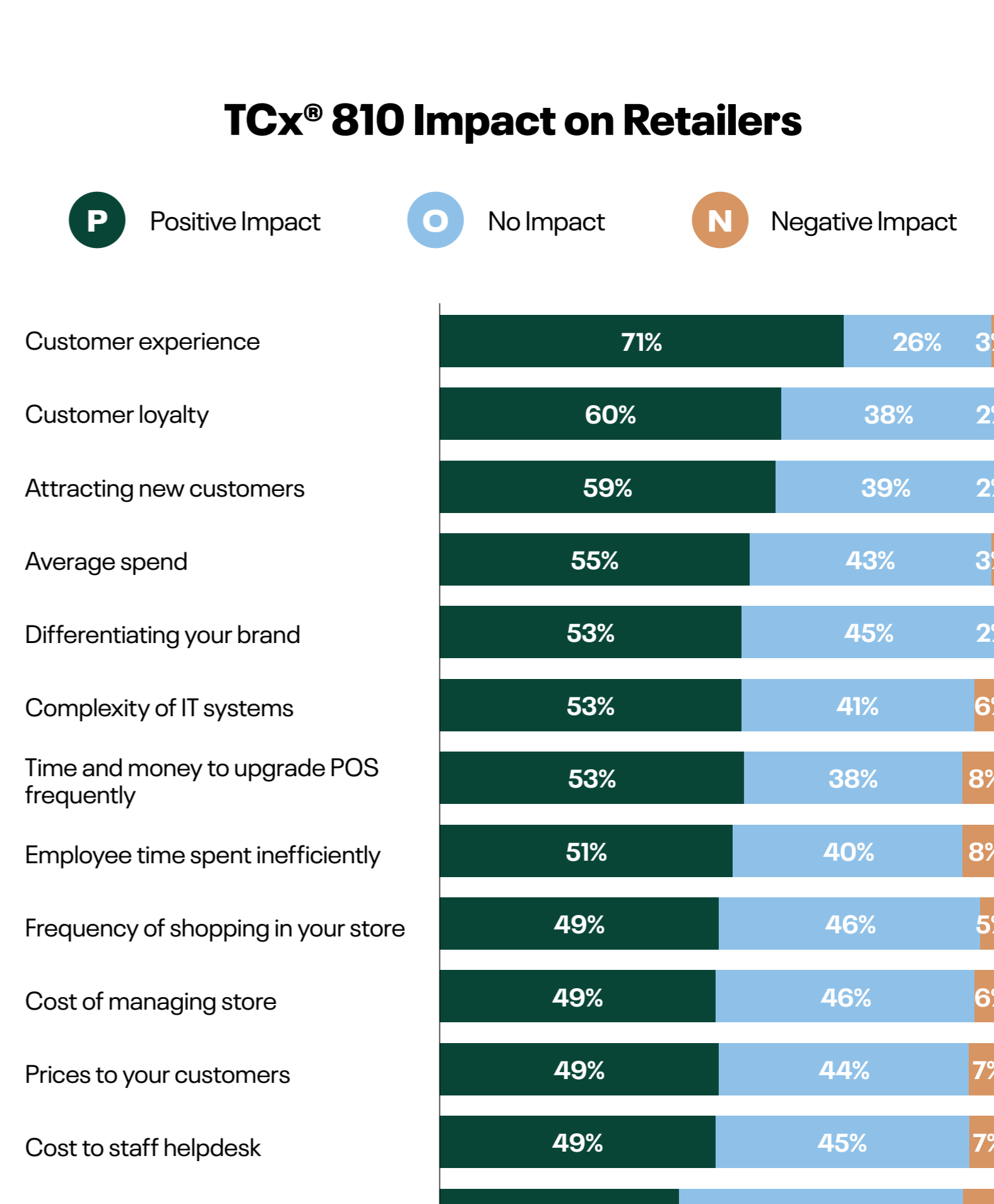
IN THE SURVEY, RETAIL POS USERS HAD A POSITIVE REACTION TO THE UNBRANDED DESCRIPTION AND FEEL THAT IT WOULD HAVE A POSITIVE IMPACT ON THEIR ESTABLISHMENT.

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



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](#).

Methodology

Retailers Survey. Big Village fielded a quantitative online survey among n=146 retailers in the US, Germany, and Mexico. The survey respondents were involved in selecting POS technology for their organization or provided input to the decision-makers. The survey was fielded February 22 to March 8, 2022.

Technical Assessment. The primary purpose of this assessment and conducted by Sy Inventariz, was to compare and contrast the aforementioned competitive devices against the TCx 810, using predefined technical and operational requirements. Guidelines and assumptions for this assessment were defined as follows:

- Support to evaluate how the POS devices are positioned to support enterprise-level retailers.
- Functionality and performance were measured from both the general consumer and the company employee perspective.
- Documented industry standards, general industry guidelines, and formal Toshiba testing standards were used in this assessment. Toshiba standards are usually directly aligned with industry standards and guidelines.
- Every effort was made to maintain objectivity and uniformity in the evaluation of the POS devices included in this assessment. None of the tests was designed to favor one vendor over another.

About the Project Participants

Toshiba Global Commerce Solutions empowers retail to thrive and prosper through a dynamic ecosystem of smarter, more agile solutions and services that enable retailers to resiliently evolve with generations of consumers and adapt to market conditions. Supported by a global organization of devoted employees and partners, retailers gain more visibility and control over operations while enjoying the flexibility to build, scale, and transform retail experiences that anticipate and fulfill consumers' ever-changing needs. Visit [commerce.toshiba.com](#) and engage with us on [X](#), [formerly known as Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#), and [YouTube](#), to learn more.

Big Village is a global marketing and media company. Driven by its diverse group of experts, Big Village provides a new way of working by bringing media, insights, and creative all under one roof. Big Village is headquartered in Princeton, New Jersey with offices across North America. Find out more at [big-village.com](#).

Sy Inventariz, a member of Big Village's expert network, is a senior IT consulting practice executive and CIO. He has 25 years of experience in the development and deployment of full life-cycle IT services. This includes on-site consulting, transition management, practice management, product technology/service creation, IT application development, infrastructure management, partner channels, and global outsourcing.



Disclaimer

The product test findings contained herein are based on the results of pre-defined test script activities performed on all the POS vendor product terminals referenced in this document. The product test findings are not to be construed as third-party, independent certification of any kind and/or an explicit basis for use of any of the products for any specific business environment or purpose. Repeating the performance of these test script activities by the Toshiba test team or an independent third party is not a guarantee that the test findings will yield the same or similar results.