

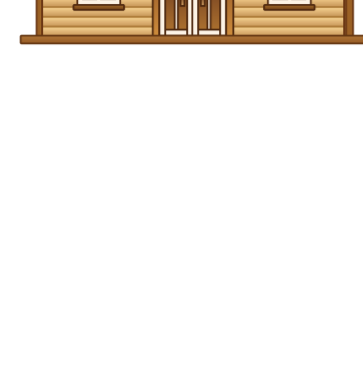
The Evolution And Future Of POS

From Wild West Cash Boxes To Cloud-Based Solutions

The point of sale has evolved from cash boxes and writing receipts on paper slips to old-style cash registers, and now, cloud-based POS. **What does the POS of the future look like?**

A Brief History Of POS

1800's



Shops used a money box and wrote out receipts.

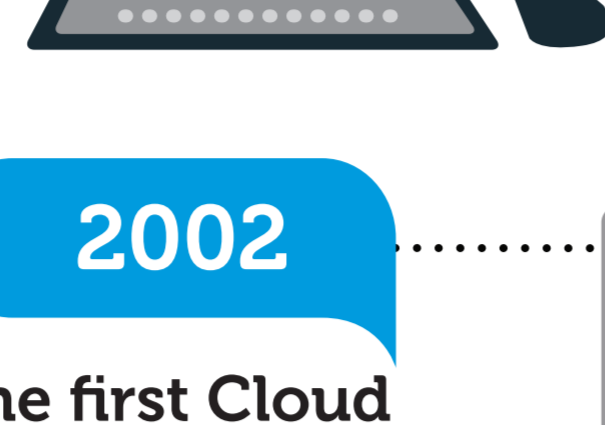
1879



First cash register patented.

1986

First graphical POS software trademarked.



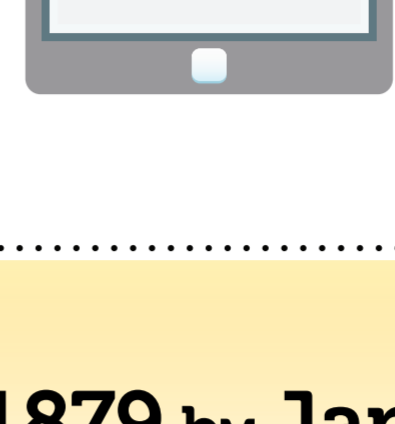
2002

The first Cloud POS introduced in the UK.



2012

iPads and other consumer grade tablets introduced as POS devices.



FACTOID

The first cash register was patented in **1879** by **James Jacob Ritty**; designed to keep bartenders honest. ¹



The Modern POS System

Today's POS systems are untethered.



Associates can view real-time reports, inventory information, access key shopper data from anywhere in the store, and give consumers access to the brand's endless aisle.



FACTOID

In **1974**, the first product with a **bar code** was scanned at checkout: a 10-pack of Wrigley's Juicy Fruit gum. ²

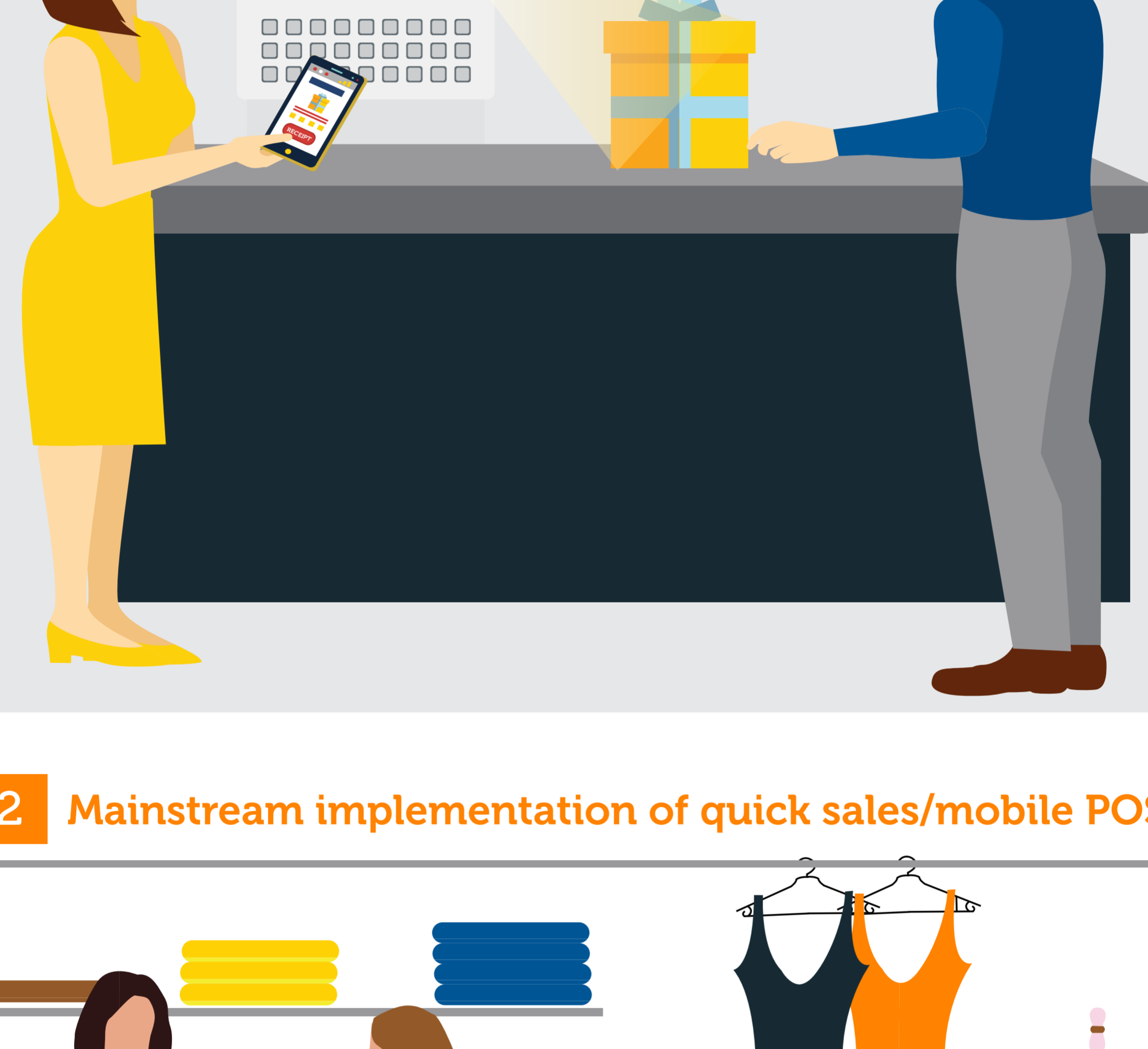


The Future Of POS: 5 Visions Ready To Go

Elements of the future of POS are slowly coming into focus with digital payments and self-service checkouts.

1 Image scanning reduces time at checkout:

- Scanner records items on a conveyor belt.
- Eliminates human errors: No double scanning or entering incorrect codes.



2 Mainstream implementation of quick sales/mobile POS:



- Gives associates and customers the ability to purchase anywhere in the store without having to wait on long checkout lines.
- One-click and contactless payment solutions will expedite transactions.

FACTOID

The first example of **contactless payment** came in the form of Mobil's Speedpass in 1997. ³



3 RFID ensures accurate scanning and product security:



Instead of a tag attached to a garment, a RFID transponder could be printed directly into cloth or packaging using biodegradable conductive inks.

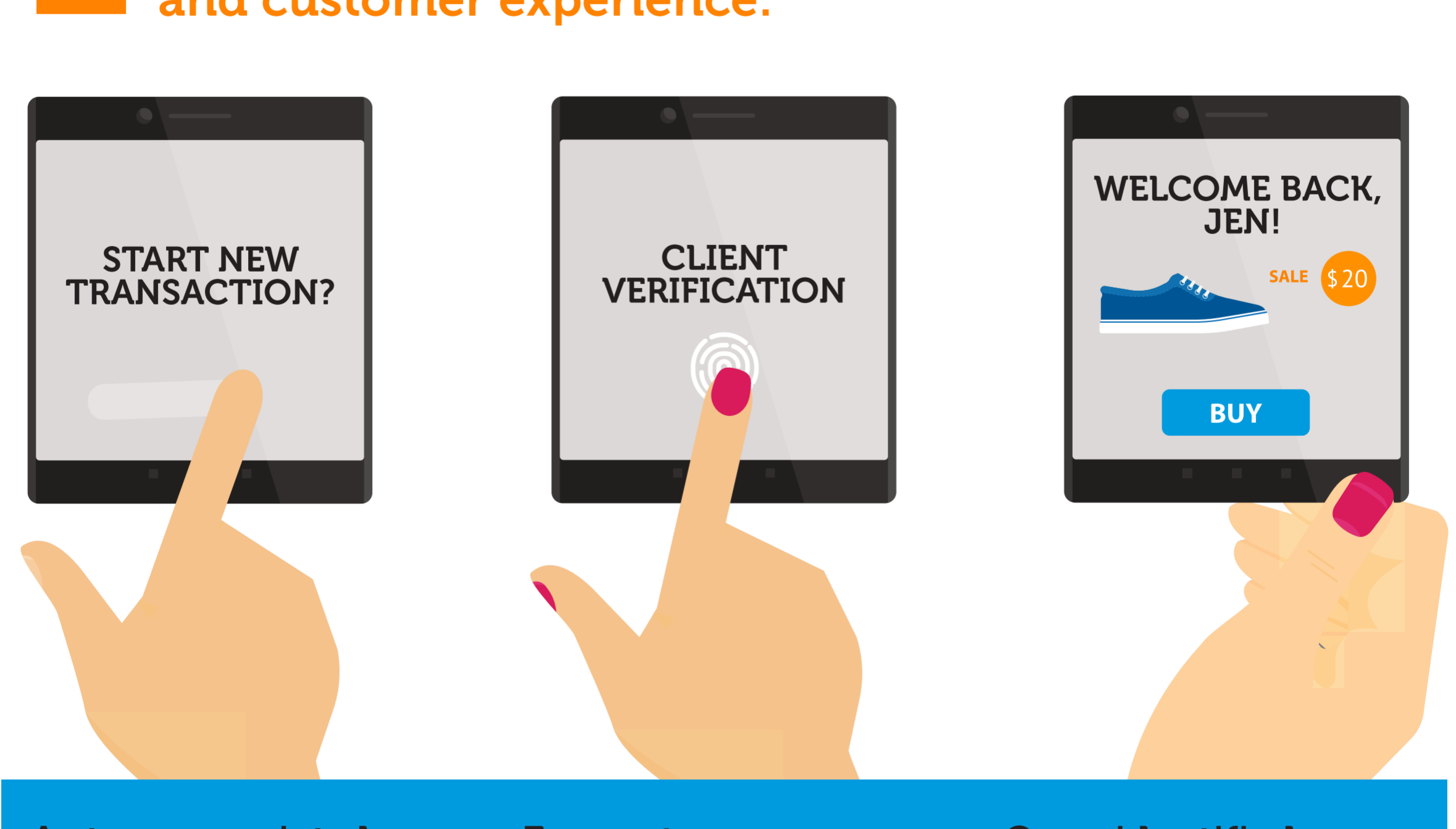
When a customer pays for an item, the RFID tag will be deactivated, eliminating the possibility of theft or setting off store alarms.

FACTOID

As many as 40% of retail RFID adopters able to measure ROI have seen gross margin **improvement** in some cases of **more than 5%**. ⁴



4 Biometrics improves store operations and customer experience:



A store associate logs in to the POS system using their fingerprint, eye scan or facial recognition.

For customers, a biometric scanner on their mobile device will pair with the retailers' system.

Once identified, individual shoppers will receive personalized communications based on their gender, past purchases, age and more.

5 Digital product tracking eliminates the need for checkout lines:



Shoppers have a running total of the products on their mobile device, which is transferred to the POS or self-checkout. A digital receipt will be sent to the shopper's mobile device.

FACTOID

McDonald's employed one of the first microprocessor-controlled registers. ⁵



The future of POS is closer than you think. Find the right POS partner today to bring your customers the service they will be looking for.

Sources
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