

Cost effective and secure portable POS tablet to reduce till/register lines and enhance customer service

Key Benefits

With the portable POS Virtualization application operating on modern local, secure and resilient infrastructure, management and maintenance becomes quicker, easier and more cost effective.

Increased Return on Investment

- Provides a cost-effective move to portable POS without a forklift replacement of existing application software
- Enables tablets to become portable POS through virtualization of existing POS software, optimizing ROI from past fixed POS investments
- Can run in same virtualization environment as checkout POS and other in-store applications to reduce IT bill of materials and reduce IT support costs
- Supports all modern USB and Bluetooth peripheral appliances
- Provides a platform for future application roll out

Enhanced Customer Service

- Enables wireless tablet devices to be used as line busting devices at peak times
- Turns any compute device into a PCI compliant POS device temporarily (e.g. kitchen ordering) to reduce line length at peak times
- Increases face to face customer contact at checkout time to enhance interaction
- Demonstrates customer care and convenience to increase brand loyalty
- Improves staff productivity

Increased Reliability and Reduced Risk

- Zynstra's network segmentation and secure tunnelling model addresses security concerns arising from WiFi usage
- PCI-DSS compliant solution for all tablet devices
- Closely managed and controlled relationship between portable device and virtualization environment reduces risk

Customers require convenient, frictionless shopping. They are increasingly intolerant of lines at checkout registers, leading to abandoned baskets and diminished customer satisfaction. But investments to increase customer satisfaction must be combined with an extreme focus on reducing the cost to serve and providing a long-term platform for innovation in-store. Retailers need to manage peaks in store traffic, without building expensive, redundant infrastructure, and free store staff from being tethered to a fixed point of sale terminal, so they can increase customer interaction and customer satisfaction. This is leading many retailers to increase their focus on line busting portable POS tablets.

Virtualized POS Tablet Challenges

Portable POS tablets can offer real benefits in dealing with business peaks, staff productivity, customer satisfaction, and reducing costs. But this approach needs to be implemented in such a way as does not demand extensive and expensive dedicated infrastructure, and, most importantly, in a secure environment which protects customer data and meets compliance requirements.

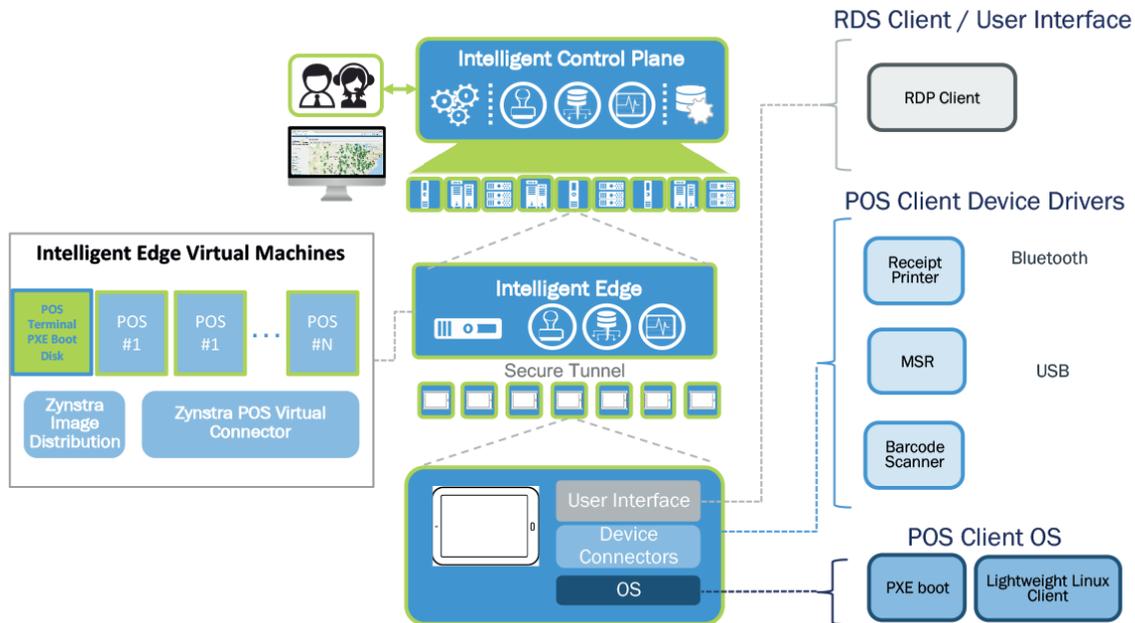
POS application limitation has resulted in retailers struggling to launch portable POS tablets as they have been confined by the IT capabilities of their existing POS applications. New POS virtualization solutions are meeting this challenge head on, enabling retailers to seamlessly launch these new services to their customers, without changing the POS application.

A cost-effective solution requires that any portable POS implementation must be able to leverage existing staff without masses of re-training.

Security requires that any portable POS implementation must comply with PCI-DSS and PA-DSS compliance policy. As portable solutions involve a WiFi connection, this means that advanced network security technology must be applied.

Zynstra Virtualized POS Tablet

Zynstra's **Virtualized POS Tablet** solution virtualizes the combination of POS application software and operating system on a standard server. Virtualization removes the POS application from the edge device and peripheral interaction is no longer possible. A Linux operating system is run on a POS tablet with sufficient software to re-connect all required peripherals to the new virtualized POS application. The software interacts with the user through the screen of the tablet, presenting the POS application as it appears on fixed POS terminals, adjusted for form factor considerations. This means that retailers do not have to buy dedicated POS tablet software, but can virtualize existing software and utilize it through tablet implementations. This maximizes the ROI from past POS investments, reduces the IT bill of materials, and minimizes staff training costs.



The solution supports all required peripherals such as Bluetooth printers, magnetic stripe readers (MSR) and barcode scanners. Security is paramount in portable POS implementations. Zynstra’s network segmentation and secure tunneling model addresses security concerns arising from WiFi usage and delivers a PCI-DSS compliant solution for all tablet devices.

Zynstra Software

Zynstra offers a complete software suite (See *Zynstra Software Suite Solution Brief*) that comprises of three integrated components: Virtualized Point of Sale software to address pressing needs in stores today, Intelligent Edge software, as a platform for reduced cost to serve in-store, and the Intelligent Control Plane for management, control and innovation. It reduces the in-store IT bill of materials and operating costs significantly, while delivering a platform for continuous innovation. All of this is provided with full PCI-DSS compliance certification.

Zynstra’s Virtualized POS Tablet solution leverages our existing POS investments to offer a secure portable POS tablet to reduce friction in the checkout process. Our fully supported and PCI compliant solution is implemented on site with cloud management capabilities to increase reliability and security and allows past investment in POS terminals to be extended to the store floor.

About Zynstra

Zynstra is transforming edge computing for retailers. Purpose built for the edge, our powerful software enables retailers to reduce their cost to serve in-store, and deliver superior customer experiences through faster innovation. Zynstra enables the virtualization of retail back office and front office IT resources, and offers specific virtualization solutions for POS, portable POS Tablet, Self-Checkout and Enhanced Compliance.

Zynstra software is certified on a wide variety of industry standard hardware, including but not limited to Hewlett Packard Enterprise (HPE) servers – with whom Zynstra has a long standing partnership.

Zynstra is backed by Octopus Ventures, one of Europe’s leading investors in fast-growth companies, focused on backing unusually talented entrepreneurs.

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