



Retail Edge software for Line (Q) Busting Mobile Tablets

Zynstra Line (Q) Busting Mobile Tablets

Deliver virtualized, PCI compliant POS solution in store with mobile POS tablets over the wireless network

Reduce lines, increase sales and improve customer service



Retailers are looking at innovative ways to reduce lines and stop customers abandoning baskets

Mobile tablets, which take the POS to the customer, or enable self serve options, provide a cost effective and innovative solution.

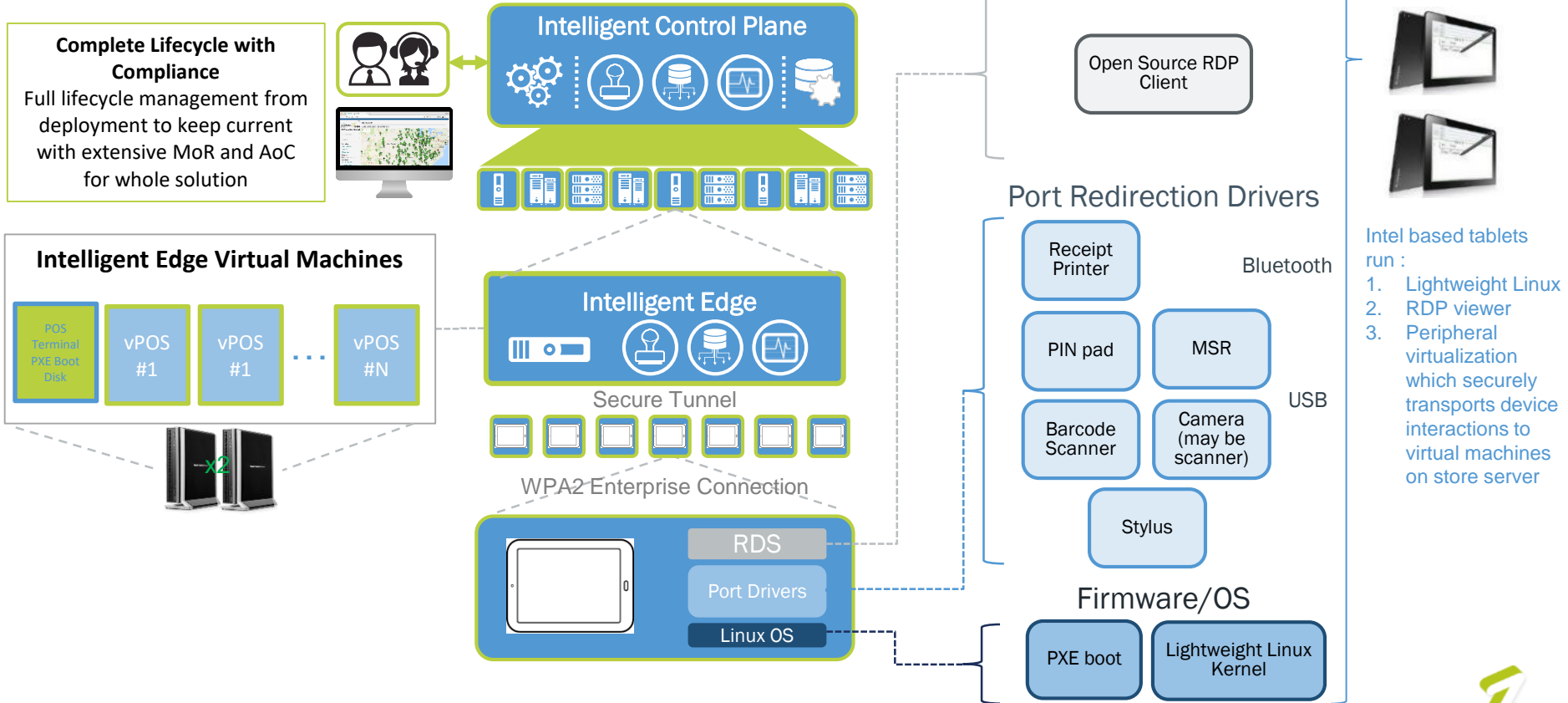
BUT, a virtualized POS tablet must.....

- Be a fully functional virtualized POS
- Integrate with check out POS operations
- Operate in a Secure and Resilient fashion in a WiFi environment
- Enable peripheral devices to connect to the virtualized tablet
- Be PCI-DSS Compliant



Zynstra Line (Q) Buster Mobile POS

PCI-DSS compliant tablets



Zynstra Software

Enablement Features

- Store portable Tablet
 - Enable the associate to check out a customer anywhere in the store
 - Communications over secure enterprise WiFi
- Fully functional POS
 - Integrated card reader, pin pad, stylus
 - Optional NFC for contactless
 - Access to printer (Bluetooth or Hub)
- PCI-DSS compliant
 - Fully secure communications - Even when not practicing P2PE
 - All operations logged centrally
 - Not hackable or reconfigurable
- Secure
 - Trusted boot – only runs designated software
 - Automatically bricked once out of range of store
 - Runs minimal known software

Key Zynstra Differentiators

- End to end PCI-DSS compliance
- Full responsibility for drivers and updates
- Advanced centralized management
- Device agnostic
- Platform for future applications

Intel based tablet



Magnetic Strip Reader



Printer



Stylus



Business Benefits

Increased Return on Investment

- Provides a cost effective move to mobile POS without a forklift replacement of existing infrastructure
- Enables tablet to become mobile POS through virtualization of POS software
- Can run in same virtualization environment as checkout POS and other instore applications
- Supports all existing & future peripheral appliances
- Provides a platform for future application roll out

Enhanced Customer Service

- Enable wireless tablet devices to be used as line (Q) busting devices at peak times
- Turn any compute device into PCI compliant POS device temporarily (e.g. kitchen ordering) to reduce line (Q) length at peak times
- Increased face to face customer contact at checkout time to enhance interaction
- Demonstration of customer care and convenience to increase loyalty

Secure and Compliant Tablet Connectivity

- 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 mobile device and virtualization environment reduces risk



The requirements: Modern edge infrastructure

leverages advancements in hyperconvergence, virtualization and software-defined everything



Purpose-built for today's retail edge:

virtualized, multiple retail workloads & devices – high performance, PCI compliant



Intelligence at the core:

configuration, control, governance – at massive scale



Operational excellence at the edge:

improved store operations
cost to serve



Full business integrity:

built for today's threat landscape



Completely automated:

self-directed, self-healing;
manage by exception



Innovation accelerator:

platform for today's and tomorrow's innovation



Thank You

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