Virtualized POS
Solution Brief

Zynstra
Powering the Retail Edge

Extend the life of existing POS terminals and increase POS performance by 30%

Key Benefits

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

Increased Return on Investment

- *Extend the life of sunk investment in existing POS terminal hardware indefinitely and avoid the significant cost of impending end of life challenges*
- *Support all existing and future peripheral appliances*
- *Reduce cost of POS hardware on replacement*

Enhanced Customer Service

- *Improve transactional performance of POS systems by up to 30%*
- *Platform for portable POS tablets or Self-Checkout to eliminate lines at the till/register and customers abandoning baskets*
- *A platform for the virtualized store, providing front office and back office virtualization to drastically reduce the IT bill of materials and reduce the cost to serve*

Increased Reliability & Reduced Risk

- *Security and Keep Current features to help retailers deploy their own compliant solutions, or to further reduce compliance costs by adding Zynstra enhanced PCI-DSS support to significantly reduce the cost and effort of achieving compliance*
- *Remove dependency on the POS hard drive: the highest failing terminal hardware component*
- *High availability options to further increase reliability*
- *No dependence on WAN availability and performance*
- *Centralized management of all in-store POS terminals to reduce support costs*
- *Centralized control of patches and updates*

Virtualized POS - moving the POS application and operating system from the terminal hardware to a shared in-store infrastructure virtual machine can offer real business benefits, providing a powerful way to break costly hardware replacement cycles and improve the ROI of past POS investments. But the point of sale is a complex and unique part of in-store infrastructure. Virtualization solutions must address critical issues of peripheral support, security and compliance, performance, reliability, and centralized management. Zynstra Virtualized POS extends the life of sunk investment in POS and peripheral equipment, increases security and reliability, reduces risk of till /register failure, and improves performance, flexibility and control.

Virtualized POS Challenges

Point of Sale solutions are a significant investment that sit at the heart of the in-store customer experience. And POS performance and availability sit at the heart of in-store revenue flow. Not surprising then that retailers are searching for ways in which they can improve customer satisfaction, extend the ROI of POS investments, reduce risk and control the cost of these solutions.

Improving Customer Service. Requires increasing POS transaction speed, ensuring POS availability, and moving to more flexible solutions, for example portable POS tablets that can be used by store associates throughout the store.

Breaking the Operating System/Hardware Dependency Cycle. Device driven POS solutions, with each terminal running its own hardware, operating system and application are completely dependent on vendor dictated product and support cycles. This can lead to retailers having to ditch and replace perfectly functional POS solutions to enable continued support and compliance, with substantial costs. A pressing example is Microsoft's 2016 change to the lifecycle of the Windows operating system. Essentially this means that, for much of the installed base of POS hardware, there is no Microsoft supported upgrade path to Windows 10. Moving to a virtualized POS solution avoids these end of life challenges, including the current Microsoft scenario, by decoupling hardware from software and extending their lifecycle and increasing the ROI from past POS investments.

Reducing Risk. Requires that POS virtualization be implemented in a secure and PCI-DSS compliant manner, and that reliable and high-availability solutions are available to avoid down time.

Cost to serve. The traditional dedicated device approach to POS implementations can present real operational issues, and often cannot serve expanding business applications. Multiple POS appliances - individually managed, site by site - demands expensive and high skill systems support efforts. Even more so when your retail estate has a large geographic spread. This leads to inefficiency and growing costs, from an ever-growing IT bill of materials and mushrooming support costs at a time when the pressure is on to reduce the cost to serve.

Zynstra Virtualized POS

Zynstra's Virtualized POS 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 the POS 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 POS, presenting the application as it appeared before virtualization. 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 printers, magnetic stripe readers (MSR) and barcode scanners.

Security is paramount in POS implementations. Zynstra delivers a PCI-DSS compliant solution for all virtualized POS devices.
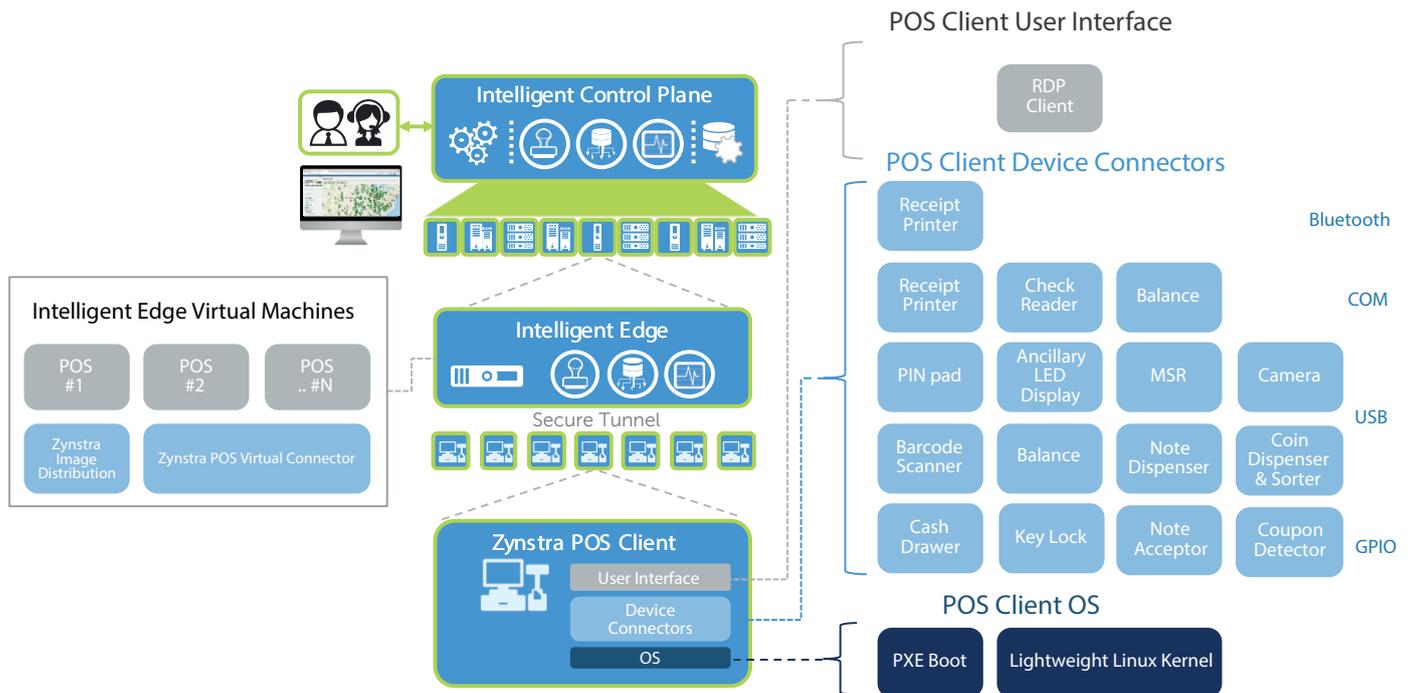
Zynstra Software

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.

Only Zynstra delivers a POS virtualization solution which avoids POS end of life costs and increases performance by up to 30%. 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, and their connected peripherals, to be extended.

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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