

THE POINT OF SALE EVOLUTION

AND THE POWER OF RESILIENT CLOUD TECHNOLOGY.

Traditional point of sale systems are limited in providing the agility or connectivity needed to support the anywhere and everywhere nature of omnichannel commerce. Next-generation point-of-sale solutions that take advantage of the agility and connectivity of the cloud hold considerable promise for overcoming this limitation and enabling the omnichannel experience today's customers expect. Typically, a large portion of a retailer's IT investment are tied to traditional point-of-sale (POS) systems that were deployed in-store. These bulky, fixed-terminal systems were largely the same for small and large retailers alike, often using proprietary hardware and software. Big stores just had more of them. Each traditional POS was self-contained, housing all transaction and payment history. These systems were often constructed with a central "switch" that acted as a gateway. Each POS terminal would post data intermittently to the switch, and usually once a day the switch would synchronise that data with the corporate systems that managed company financials, inventory, and customer status.

These legacy systems functioned adequately in an age of commerce when there was no expectation of an "endless aisle" and promotions and inventory were specific to a particular store.

Shopping in the digital age, however, demands a more sophisticated skillset from the next generation of point of sale. During the past decade, the way that customers buy and retrieve purchases has changed greatly. Today, consumers demand the ease and vast inventory selection of digital shopping along with the conveniences of personalised, in-store experiences, wherever they decide to engage with their favourite brand. Additionally, retailers are often adapting to smaller store footprints as well as new strategies for in-store fulfilment, such as buy online pick up in store, ship from store, curbside pickup, and more.

Legacy point-of-sale solutions that exist in many retail stores are not natively aware of the extended inventory available at other stores and in the warehouse, or of promotions that originate online and need to be completed in the store. They do not run on modern devices or with responsive interfaces. Thus, the retailer is forced to make workflow decisions based upon IT platform limitations, preventing mobile and more flexible customer engagement opportunities beyond checkout. What's more, upgrading and adding new terminals is expensive and can be just as limiting as legacy units.

It's time to rethink the system.

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CAPABILITY BRIEF

Retailers need to design transformative experiences for their customers, says McKinsey & Company. "Top-performing companies also develop a clear vision of the entire customer ecosystem, understanding relevant interactions that extend beyond the core journey the company controls."¹ As a result, retailers are naturally exploring the benefits of cloud-native solutions – and point of sale would seem a perfect fit.

The benefits of the cloud are a game changer. Use of the cloud can significantly improve speed-to-market and reduce capital expense and operating costs. The retailer is freed from proprietary checkout technology, and the centralised nature of cloud solutions means no longer having to manage batch synchronisation from potentially thousands of systems in hundreds of stores. Accenture says, "The cloud is enabled in the extended enterprise for the retailer's suppliers and partners, finally progressing to real-time services for POS and flexible fulfilment. At the same time, the retailer's objectives in using cloud also mature, progressing from a focus on costs to ad-hoc strategic enablement, before finally making cloud an integral part of its operations."² And that makes delivering on the anywhere, anytime experience customers are looking for today possible.

However, retailers often have concern about using cloud technology within the store - lose connectivity and lose the ability to sell. And the fact is that most retail store networks have not historically been robust enough to ensure there is no downtime.

Every retailer needs the ability to provide continued operations; a retailer must be able to continue sales operations if and when connectivity is lost to the store. Retailers should consider a next generation point-of-sale system that both ensures continual sales capability and supports the experiences today's shoppers demand.

MANHATTAN POINT OF SALE WITH RESILIENT CLOUD TECHNOLOGY

Manhattan Point of Sale is developed with Resilient Cloud technology offering benefits of a modern cloud POS without the negative impact to sales operations if the network falters. Engineered as part of the Manhattan Active™ Omni platform, Manhattan POS is a cloud-native point of sale built exclusively with microservices. With an intuitive, responsive user interface

that runs on any major form factor or operating system, it creates amazing associate experiences that drive memorable customer interactions.

So how does it work? Manhattan POS replicates small portions of the components in the cloud within the local client running on a device within the store. When connectivity drops, the Resilient Cloud technology immediately takes over, so business keeps moving. When connectivity is restored, the Resilient Cloud automatically syncs all of the local devices and offline transactions back to the cloud. Simple, fast, and dependable, Manhattan Point of Sale is the future of retail, today.

MANHATTAN ACTIVE OMNI

And since Manhattan Point of Sale is part of Manhattan Active Omni, the most technologically advanced unified commerce solution ever created, it was designed and engineered from the ground up to support the modern retailer and profitably deliver on customer promises.

With Manhattan Active Omni, Point of Sale, Store Inventory Management, Store Order Fulfilment, and Customer Engagement are delivered on the same platform with the same intuitive, modern interface to reduce training. Associates are able to focus on their customers, not their tools, to create an exceptional experience.

For more information

To learn more about how Manhattan Point of Sale technology can help you deliver on your customer promise, contact us today:

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1. Lhuer, Xavier; Olanrewaju, Tunde; Yeon, Hyo (2014 November) What It Takes to Deliver Breakthrough Customer Experiences

2. (2016 November) A New Era for Retail: Cloud Computing Changes the Game

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