

5

Reasons

Why Merchants Should Use an Embedded POS System



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For merchants, the need for a reliable POS system is irrefutable. They speed up the check out process, efficiently manage inventory, and monitor sales so that business owners can keep a pulse on what is happening within their daily operations. Unfortunately, POS Systems can also potentially require a good amount of costly upkeep. With the myriad of POS options available in today's marketplace, selecting the right POS system to meet your business needs can be a daunting task.

For many business owners who want an affordable, low maintenance POS system, embedded POS systems are a very viable option. Let's explore what an embedded POS system is and the benefits it can provide for your business.

What are Embedded POS Systems?

Embedded POS systems are designed to carry out a specific task - running the point of sale - eliminating the operator's ability to engage in non-work related activities while using the device.

About Embedded Point of Sale Systems

- POS software is developed specifically for the POS hardware it is being run on.
- The POS software is pre-loaded on solid state or flash memory chips inside your device. This means that an embedded POS system can be "plug and play" because it is already equipped to handle your business needs at the time of purchase.
- Embedded POS systems provide a variety of benefits that can enhance the security of your POS environment.
- Embedded POS systems also demonstrate intuitive and easy-to-use equipment and interfaces. Ease-of-use POS systems will increase your business's productivity and decrease the amount of time you have to spend re-training your staff.
- An embedded POS system often offers a lower total cost of ownership when compared to PC-based point of sale systems.

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1 Application Controls That Lead To Increased Productivity

Embedded POS systems enhance the productivity of your business by limiting your employees' non-work related activities when they use your devices. Since embedded POS systems are designed for a **specific purpose - running your point of sale** - they are very different from general use computers. General use computers, such as your personal computer, are designed for flexibility. They need to be able to perform various functions dependent upon the user's needs. With an embedded POS system, user activity is limited so they will not be able to use the system for checking emails, surfing the web or engaging in other non-business essential activities.

2 Enhanced Security: Prevents the Download or Upload of Unauthorized Files

Embedded POS systems are built with enhanced security protocols to protect business owners. The lack of a file manager in embedded POS systems ensures that unauthorized files cannot be uploaded from or downloaded to the POS system. For business owners, this provides the following benefits:

- The inability to download data from the POS system protects business owners from sensitive data being stolen.
- Protects the POS system environment by eliminating the risk that employees could purposely or inadvertently upload a virus or malware.

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3 No Antivirus or Anti-Malware Software Needed

With the recent rash of hacks and security breaches affecting the retail and hospitality industries, sensitive customer data – now more than ever - can be at risk. Unlike personal computers, devices with embedded POS systems do not need antivirus or antimalware software installed. This eliminates the need to purchase these applications as well as the time and money that comes with periodically updating your antivirus and antimalware software. Malware is malicious software that is downloaded to your computer without your consent. It includes viruses, worms, and Trojan horses that can wreak havoc upon PC-based POS systems. Devices that have been infected with malware are difficult and often costly to repair. With an embedded POS system, you can remain worry free about such software infecting your devices and compromising your POS system's ability to perform.

4 Purchasing an Operating System Adds Cost to Your POS System Purchase

Purchasing an operating system for your PC-based POS system can be costly - especially if you are a merchant with multiple POS systems and locations. Typically, you also have to pay the operating system's provider for ongoing technical support. Technology isn't always the most reliable; without ongoing support from the provider's IT team, your company could be in hot water when issues arise. When purchasing an operating system separately from your devices, you will have to pay periodically for costly operating system upgrades. Software updates typically lead to additional support issues.

With an embedded POS system, there would be no need for costly operating system upgrades. Embedded POS Systems are run on solid state devices and do not require a commercial operating system to run.

Benefits of Solid State Devices

- Solid state devices use NAND flash to store data and **have no moving parts.**
- Solid state devices do not have a hard drive and **eliminating a hard drive eliminates a common failure point.**
- The simplified hardware also leaves a smaller footprint, drastically **reducing the practice of "footprinting"** by malicious sources. Footprinting is a hacker's pre-attach phase, and it could be devastating to your business operations.
- Another advantage of solid state devices is that they are both **reliable and quick.**
- The MTBF (mean time between failures) for a solid state device averages between **1,000,000 and 2,000,000 hours, the equivalent of 114 to 228 years.**

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5 Easy to Set Up, Use, and Maintain

Whether you are an independent single store operator or a mid to large size chain, it can be a nightmare when your POS system crashes. For small businesses that do not have the luxury of an IT department, the onus of getting the POS system up and running again often falls on the owner. For enterprise operations, IT is often not available to be on-site to help with rebooting your POS system.

One of the key advantages embedded POS systems offer is turn-key operation. Simply take the POS system out of the box, turn it on and it is ready to work as expected. Embedded point of sale systems are faster and more reliable than PC-based POS systems, reducing your need for costly IT support. For the merchant, this means less cost and time invested in installation, training and ongoing support costs.



Summary

There are a variety of point of sale system options available in the marketplace today. Define your needs and take the time to talk with your POS provider about the pro's and con's of embedded POS vs. PC-based POS systems. This will help you make an educated decision based on which option best fits the unique needs of your business.