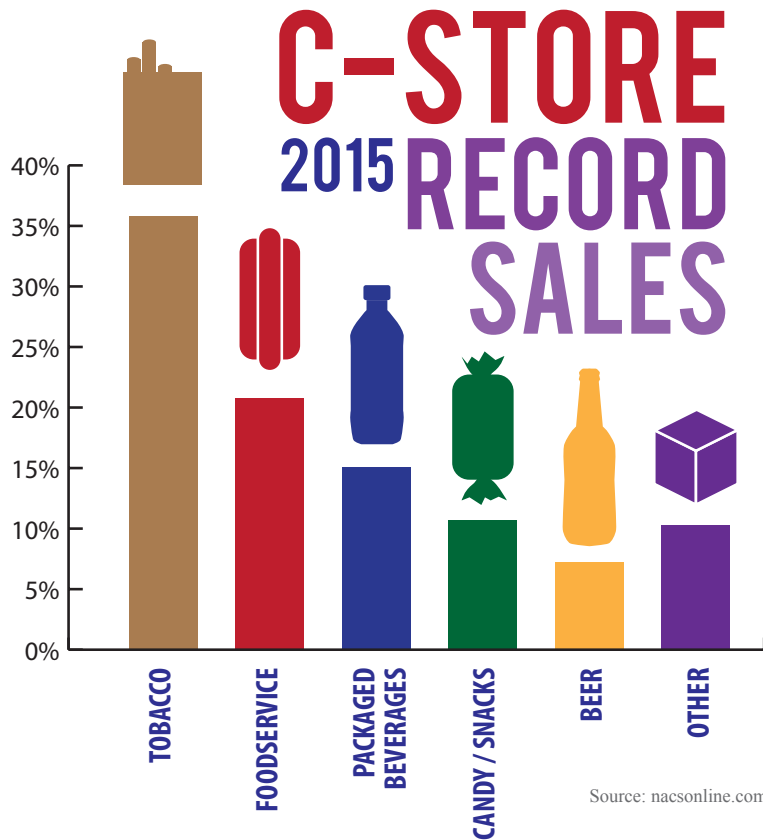# HOW POS HARDWARE DRIVES C-STORE INNOVATION

Innovation should be the driving factor behind sales growth for today's convenience store operators, and having the right kind of POS hardware tools could mean the difference between sales success or failure.

As the EMV-shift continues for in-store and fuel-based transactions c-store operators are being urged to embrace new technology as a way of improving the employee and guest experience, and for meeting the pending EMV compliance deadline. Before deployment, however, a clearly defined ROI strategy must be outlined so operators can make sure their sales goals are being met.

Small-form factor POS hardware terminals can drive new technology implementations and can bring much-needed flexibility and functionality to fuel station, convenience store and truck stop POS systems. These POS terminals have the capability to provide flexible, adaptable and scalable POS solutions to truck stop, convenience and fueling outlets throughout the U.S. For example, small form-factor digital tablets can be placed on a countertop, mounted on a kiosk base or the wall, or put into the hands of store associates for an expedited customer experience.

C-STORE 2015 RECORD SALES

Source: nacsonline.com

They also can be loaded with business-level apps that showcase retailer services, giving competitive advantage to these outlets as more cross-channel players have entered the space. The competition has turned up the heat on c-store operators across tobacco, alcohol, food service and gasoline categories, requiring a more technology-advanced approach to POS systems at the checkout.

Sales in the convenience sector show no signs of slowing down NACS reported banner sales for 2015, with foodservice leading the way by a gross margin. In 2015, foodservice contributed 20.8 percent of overall c-store sales.

Operators of these types of retail establishments can continue to grow sales across all categories through smaller terminals and portable POS devices, designed to replace bulky, stationary legacy devices, which consume precious square-footage.

Since 1984, Posiflex has created POS software-agnostic hardware in the quest to create an all-terminal suite. The Posiflex suite includes smaller-footprint traditional terminals, a transforming hybrid tablet to-terminal device, mini-PC's for digital displays, and an all-in-one terminal so retailers can bridge the gap between associates and consumers to use whatever POS platform suits their environment.

Additionally, the Posiflex product platforms includes mobile and small form factor hardware solutions to operate in smaller retailer establishments or in establishments with limited counter space. Additionally, Posiflex product offerings of hybrid mobile and fixed terminals marry low-cost point of entry with high-value performance.

The entire series is EMV compliant, an especially important detail as the c-store industry gears up for their EMV-compliance deadline in 2017.

With an eye on customer engagement and flexibility, c-store, truck stop and gas station operators of all shapes and sizes should explore how to adopt next-generation POS devices, comprised of smaller footprints, digital touch screens, mobile functionality and higher levels of security.

The multi-use, multi-function Posiflex MT4008 bridges the mobile / tablet gap. Retailers can line-bust, check information on the store floor, scan inventory and set up a POS terminal all now with the same hardware platform. The MT4008 transforms from a tablet to a retail-ready barcode scanner, and then connects to a docking station with a fully integrated printer to function as a traditional POS terminal.

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