



# Mobile Point of Sale

WELCOME TO THE FUTURE OF RETAIL



## Introduction

Technology continues to transform retail, ironically, bringing it back to basics – where service is central. Although brick and mortar stores have given way to online and mobile or social channels, the ideal experience remains somewhat old fashioned.

Once upon a time merchants knew their customers. One-on-one service was delivered and close relationships were forged. In today's vernacular, customer intimacy was high. Insight was acquired in this close connection. Retailers could be depended on to know what customers needed. Shoppers didn't stray.

Fast forward to today and retailers are using in-store mobile technology to connect with and better serve customers. One of the most transformational technologies in stores today is the mobile point of sale. This tool infuses retail sales with intimacy, insight and interaction, and helps sales associates to court and win customers with an intelligent, handheld device.

A growing number of top-name retailers – Apple, Home Depot, Nordstrom, Sephora, Sears and many more – have launched mobile point of sale in their stores and attribute a variety of compelling benefits to the technology:

- Stronger sales – across all touchpoints
- Customer care delivered anywhere in the store
- Line-busting
- Higher ROI per square foot in-store
- Increased customer loyalty .... and more

To achieve these benefits, CrossView Mobile Point of Sale is the intelligent solution. This alternative or adjunct to the traditional POS connects in-store sales associates to all facets of the retail enterprise – Web, call center, mobile and social touchpoints, inventory, fulfillment and more.

Based on hybris OmniCommerce,<sup>™</sup> CrossView Mobile Point of Sale gives sales associates intelligent tools based on a highly flexible platform for superior customer service. The future of retail is today. The future of retail is CrossView Mobile Point of Sale and hybris OmniCommerce.

Alongside hybris OmniCommerce,<sup>™</sup> CrossView Mobile Point of Sale infuses in-store retail sales with intimacy, insight and interaction, and helps sales associates sell more and provide better service.



## CrossView Mobile Point of Sale

CrossView Mobile Point of Sale transforms in-store shopping – both for shoppers and retailers. This intelligent device closes the physical gap between retailers and shoppers in-store and empowers sales associates with tools that can deliver more sales and superior customer service.

Like a traditional POS terminal, CrossView Mobile Point of Sale delivers complete transactional capabilities, securely. The Apple iPod Touch is outfitted with a Linea Pro cradle containing a magnetic stripe reader and barcode scanner. The device is tightly integrated into the hybris OmniCommerce environment to put considerable power in the hands of sales associates:

- Sales transactions can be completed in three easy steps – scan, swipe and sign
- Local and enterprise inventory can be checked easily
- Endless aisle assortments are visible and available for transactions
- Product information can be accessed to increase conversions
- Payments can be taken quickly and securely – including cash tender
- On-the-spot suggestive selling becomes possible

Cost per device is significantly lower than traditional POS terminals and the footprint is non-existent, freeing up valuable in-store floor space for revenue-generating activities.

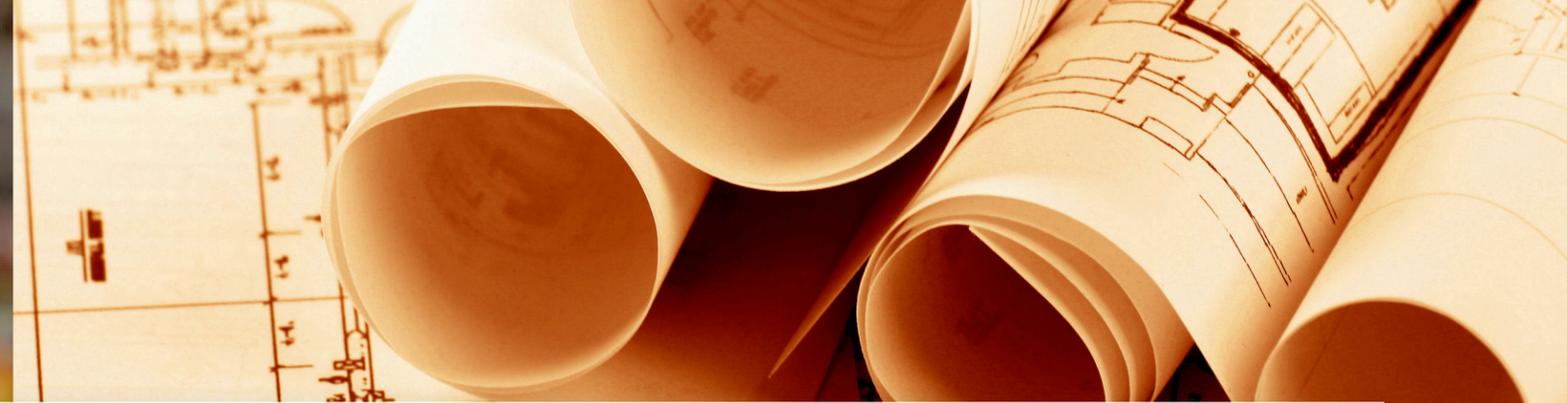
Now in-store sales teams can interact with customers shoulder to shoulder, leaving the cash wrap and connecting with customers on the store floor. This collaborative dynamic not only fosters greater customer loyalty, but also more efficient service. Associates can move around untethered, actively selling – and offering checkout services. The need for speed is satisfied, too, as purchases can be completed faster and at decision points throughout the store rather than in an isolated area.

And, by eliminating long sales and service queues, retailers can increase sales and average order value. Customers no longer stand in line and ponder a purchase. The mobile POS eliminates this friction.

### Business Benefits:

CrossView Mobile Point of Sale

- Pre-integrated into the hybris OmniCommerce™ environment to drive more sales
- Increases POS capacity and adds valuable floor space for selling, increasing in-store sales per square ft.
- Empowers sales associates to better serve customers anywhere in the store in a more consultative manner
- Increases in-store conversions as associates wield greater influence along the path to purchase – no matter where that journey begins or ends
- Eliminates or reduces checkout lines, increasing customer satisfaction and reducing friction on the revise
- Reinforces a positive brand experience, engendering greater loyalty
- Creates a seamless, unified commerce environment integrating insight across the retail spectrum – order, inventory, customer information and more

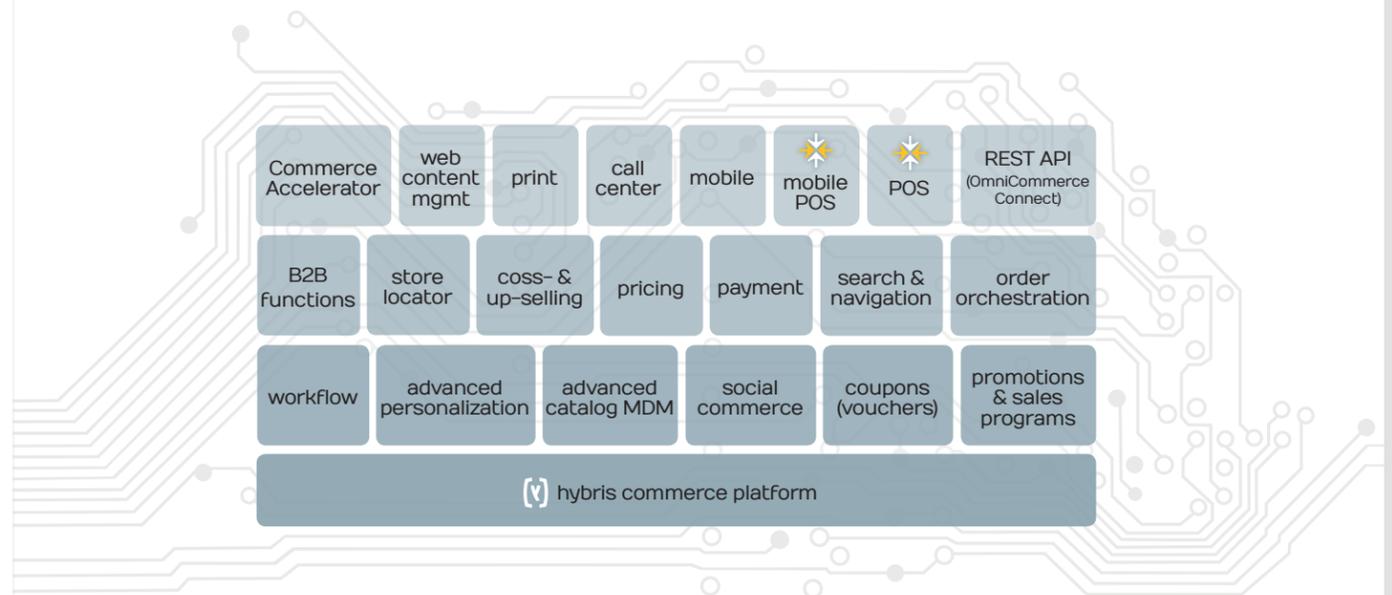


## A Flexible, Scalable Architecture

The technology underpinning CrossView Mobile Point of Sale is CrossView Enterprise, which manages interactions and communications between enterprise systems and CrossView Mobile Point of Sale.

A full cross-channel view of customers, inventory, orders and product information is enabled with this service oriented architecture based on the hybris OmniCommerce platform.

An enterprise service bus (ESB) brokers interactions between the point of sale and the underlying hybris platform, which can include customer relationship, order management and product information systems. Because a single set of business logic is shared across the enterprise, the view is consistent – no matter where or how it is accessed. The mobile POS a just another user interface integrated into the hybris environment.



A full view of customers, inventory, orders and product information is enabled through integration with hybris. And, because business logic is shared across the enterprise, the view is consistent – no matter where or how it is accessed.

## Capabilities

CrossView Mobile Point of Sale delivers wide-ranging capabilities – many of the features and functions associated with the traditional POS. It is an ideal alternative to POS terminals or as an extension to existing store systems.

### Customer Management

- Manage customer profile & addresses
- Register a new customer with primary address, set flag for promotional emails
- Customer search
- View order history and details with channel placed and Creator (CSR name or Self)
- Cross-channel behavioral data capture
- Cross-channel and channel-specific RFM scores
- Purchase history (products, categories and brands)
- New account – welcome email

### Inventory Management & Fulfillment

- Inventory visibility at all locations and distribution centers
- Buy in store, pick up in another store
- Buy in store, ship to home

### Order Management

- Suspend/hold orders
- Digital receipt – order confirmation
- Order management
- Endless aisle
- Carry out transactions
- Back orders – partial payment
- Email Integration
- Comments at the order or line level

### Operations

- Bar code scanner
- Magnetic card reader
- Receipt printer
- Role-based security

### Leverage Enterprise-Wide Commerce Promotions

- Leverage web content and search
- Product Recommendations
- Order or line level (\$ & % off) & shipping
- Placing orders on hold to complete at another time
- Price adjustments at order or line level (\$ & % off)
- Promotion codes
- Shipping adjustments
- Transactional email integration

### Payments

- Credit cards
- Gift cards – physical & e-gift



## Implementing CrossView Mobile Point of Sale

The truth is there's no replacing brick and mortar stores -- no substitute for tactile or sensory experiences in shopping. But the in-store experience is being reinvented -- merging physical and digital worlds. The retailers that combine the best of these worlds into a singular experience will flourish.

But how is this balance achieved?

CrossView Mobile Point of Sale is the bridge retailers need between both worlds. This customer-facing device offers sales associates infinite access to information and endless aisles of merchandise to sell. But it's not just a question of deploying these easy-to-implement devices. There are key considerations beyond the physical integration into an existing commerce environment -- assuming it's already a cross-channel enterprise.

### Training & Education

Training and education are essential to ensure effective use of the technology and widespread adoption. Employees will continue to depend on the traditional POS for information (to the extent that they can, that is) unless they understand the capabilities associated with mobile point of sale and experience the benefits of the device -- e.g., ability to sell more across all channels, more efficient and positive customer interactions.

### Speed & Reliability

The infrastructure must be in place to support reliable use, fast communications and speedy transactions. If sales associates perceive that the technology is slow or inaccurate they will not trust the device and will not use it, instead depending on more traditional in-store technology. Moreover, if information accuracy is challenged, brand is damaged -- that is, customers lose faith in the retailer.

### Access to the Tool

Access among sales associates should be widespread enough to make a meaningful difference in customer experience and ensure that they are empowered with the information they need to sell more effectively. If all associates are not enabled with the tool, consider workarounds or ways to identify those who can provide differentiated assistance via the mobile point of sale.



The CrossView Strategy team can assist in creating a mobile point of sale roadmap -- one that defines strategic milestones in the journey to implementation and addresses cross-channel readiness. And, if you are taking small steps toward cross-channel, we can help there, too.

CrossView's Cross-Channel Playbook takes a critical look at a retailer's touchpoints. Disconnects are revealed across the overall experience, including messaging, nomenclature, pricing, offers, and business rules. We benchmark experiences against customer expectations, competitors' offerings, and retail best practitioners, and deliver a set of user scenarios that describe the ideal customer experiences across all touchpoints -- including via the mobile point of sale.





CASE STUDY:  
**Moosejaw Scales New Heights with Mobile Point of Sale**

Outdoor gear retailer Moosejaw, widely known in retail circles as an innovator, has implemented CrossView Mobile Point of Sale in each of its stores throughout the U.S. It is one of the first retailers of its size to embrace the technology, joining well-known and considerably larger brands such as Apple, Old Navy, Nordstrom and The Home Depot as converts.

“Our sales associates have the whole enterprise in their pocket as they work with customers,” said Eoin Comerford, president, Moosejaw. Those associates are completely smitten with the technology and there’s a considerable “wow” factor for customers, too. “When customers can sign the terminal with their finger – well, they are very impressed,” Comerford said.

But what impresses Moosejaw management is the implication on sales and revenue. Moosejaw has seen in-store conversion rates rise as sales associates engage customers more fully and turn inquiries into sales quickly. If, for instance, an item is out of stock, associates can check enterprise inventory on the spot, order from the warehouse or another store and have the merchandise shipped without cost to the customer in no time at all.

In fact, in new stores Moosejaw has opened, the mobile POS plays a pivotal role in the customer experience. The retailer has created customer engagement areas rather than traditional point of sale stations. These engagement areas not only improve customer interactions, but also free up costly floor space for merchandising.

Conversely, the Mobile POS makes it so simple to access product information that sales associates can sell items sight unseen, ordering merchandise from inventory in the warehouse. This translates into a much higher return on investment per square foot of retail space.

“We sell, let’s say, 528 varieties of tents, so it is impossible to stock or display that in a single store,” Comerford said. “But with the Mobile POS sales associates have information about every tent we sell – and right in the palm of their hands. They can answer questions, help customers identify the right product, order the item and have it shipped directly to the customer.”

Interest in the Mobile POS solution is high, says CrossView Chief Executive Officer Mark Fodor, who sees more retailers embracing at a faster clip for the same reasons Moosejaw and other marquee retailers are implementing the technology. “The value is very clear: better service, improved visibility, empowered sales associates, stronger revenue streams,” he said.

What impresses Moosejaw is the impact on sales and revenue. It has seen in-store conversion rates rise steadily as sales associates engage customers more fully and turn inquiries into sales quickly.



PERSONALIZING SALES:  
**Putting the Person into the Sale**

Service is the secret. Research continues to show that customers buy from retailers who understand what they want and demonstrate that awareness.

The key is to personalize the experience – and that’s the advantage of mobile point of sale technology. By removing physical barriers and providing on-demand access to product and customer information, salespeople have a tool in-hand that enables them to provide more personal attention.

So it’s not surprising that the number of retailers deploying this technology is increasing quickly.

In its 13<sup>th</sup> annual POS benchmarking trends survey, Boston Retail Partners found that 61 percent of retailers queried plan to increase spending on customer-facing mobile solutions, while 48 percent said they plan to increase spending on mobile point of sale technology.

And, it’s about time.

Pity the poor sales associate pitted against the customer armed with a smartphone – the consumer with more access to information than the “product expert.” Making matters worse, consider the fact that turnover among sales associates in retail stores is climbing, and fast. According to Hay Group, a global consultancy, the median turnover rate for part-time store workers is 67 percent. This is up 33 percent over the previous year. Add into the mix the fact that the average number of SKUs a store carries grows larger every day.

So, you’re delivering “service” through short-time sales associates who have zero chance of getting up to speed – let alone acquire expertise in your brand or knowledge about your inventory. It’s a perfect storm of conditions that inhibit customer service – and drive shoppers away.

The solution is to invest in mobile point of sale. This technology levels the playing field where the sales team is competing. Empowering associates with information empowers them to win more sales.



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HYBRIS OMNICOMMERCE:  
The Future of Commerce. Today.

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device.

This leading commerce platform provider has pioneered hybris OmniCommerce: state-of-the-art master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris OmniCommerce software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive low total cost of ownership, and scalable and extensible to be the last commerce platform companies will ever need.

Today, more than 400 companies have chosen hybris, including leading consumer brands such as Starbucks, Bridgestone, Toys "R" Us, Levis, H&M and many more.

As global partners, hybris and CrossView deliver advanced retail solutions and services – and the platform and technology to achieve one experience across all touchpoints. Together, we empower retailers with greater agility, intelligence, control and efficiency.

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## Conclusion

Shoppers will continue to use their own mobile devices to stay informed. Deloitte Digital studies reveal that more than 60 percent of consumers use their smartphones while shopping in-store. According to this research, by 2016, smartphones, used as part of a shopping experience, could impact 17-21 percent of all retail sales — up to \$752 billion.

So it's more critical than ever to enable sales associates with the same assets – if there's a desire to create the experience customers expect.

Alongside hybris OnmiCommerce, CrossView Mobile Point of Sale helps retailers exceed those expectations. The personal touch is put back into in-store sales. A clear view is rendered across the retail enterprise. Power is placed in the palm of sales associates' hands. Now that's influence.

Welcome to the future of retail.



For more information...

**Jimmy Palumbo**, Vice President of Sales Worldwide    [jpalumbo@crossview.com](mailto:jpalumbo@crossview.com)    (404) 964.4601  
**John Kulawiak**, Vice President of Sales    [jkulawiak@crossview.com](mailto:jkulawiak@crossview.com)    (216) 926.1888

