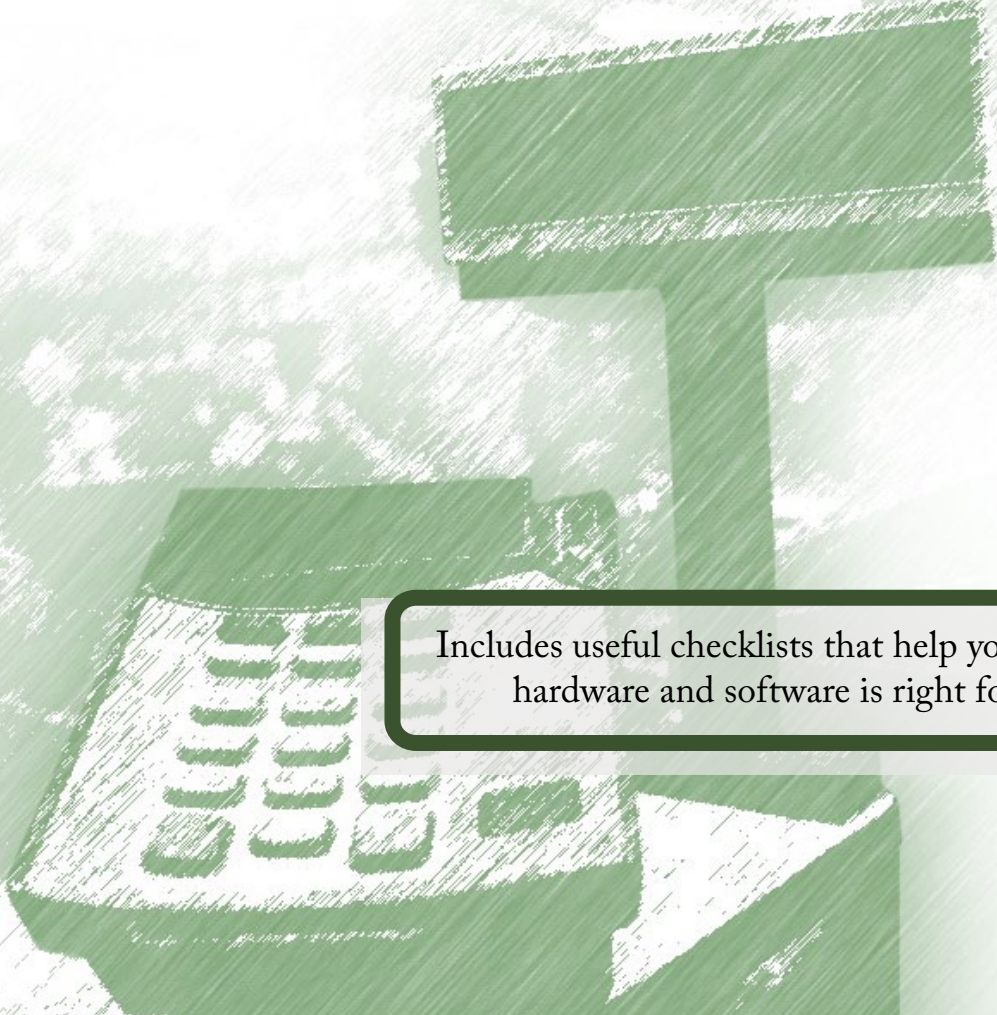


# The Definitive Guide to Choosing a Point of Sale System



Includes useful checklists that help you decide which hardware and software is right for your business

# Table of contents

<b>Why read this guide?</b> .....	<b>3</b>
<b>Introduction</b> .....	<b>4</b>
<b>Benefits of a point of sale system</b> .....	<b>8</b>
<b>How your type of business affects the point of sale decision process</b> .....	<b>11</b>
<b>Choosing the right software</b> .....	<b>13</b>
<b>Choosing the right hardware</b> .....	<b>20</b>
<b>The future of point of sale</b> .....	<b>26</b>
<b>Final word</b> .....	<b>30</b>

# Why read this guide?

# 1.

Choosing the right point of sale (POS) system for your business is no easy task. There are many factors to consider, and many pitfalls to avoid. In this guide you will learn what to look for in a quality POS system, you will learn how a POS system will not only pay for itself but improve your bottom line, and you will learn how to avoid some of the most common mistakes business owners make when choosing such a system.

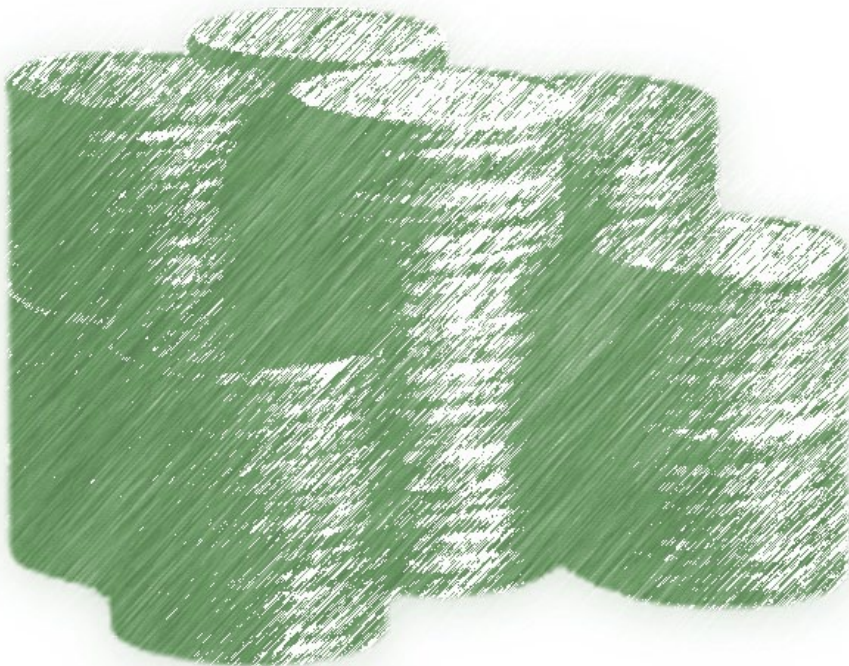




## **Point of sale is important to your business**

No matter what the nature of your business, tracking your sales is an essential part of what you do. Without a system in place to accurately track your sales, you will not know which products are the hot sellers, and you will not be able to keep track of your inventory. Inaccurate tracking of sales can even get you in trouble with the government, since misrepresenting actual sales and underpaying sales taxes could result in stiff fines and heavy penalties.

When you put a POS system in place you can track your hot selling products accurately and reorder them automatically. Having your hottest selling products in stock can boost your profits and help you spot trends before the competition, certainly an important consideration in today's competitive business environment. A POS system can also make tracking your inventory automatic – a far cry from the manual inventory counts of old.



## Electronic cash registers vs. point of sale

Cash registers have certainly served their purpose, and there was a time that no corner shop could have done without one of these mechanical machines. These days, however, cash registers represent yesterday's technology, and there are many things these machines simply cannot do. Replacing an old fashioned cash register with a state of the art POS system is one of the best ways to automate your manual systems and make your business more productive.



*James Ritty, a saloon owner, invented the cash register in 1879 to prevent employee theft. In 1884, Jacob Eckert bought the company that Ritty founded and renamed it the National Cash Register Company. He improved the cash register by adding a paper roll to record sales transactions, thereby creating the receipt.*

Just consider some of the many things a POS system can do that a cash register cannot. While a quality POS system can create daily, weekly and monthly sales reports at the touch of a button, a cash register can only record each sale as it takes place. In order to create the monthly sales reports a POS system can do in a matter of minutes, you would need to spend hours poring over sales receipts and recording the data in a spreadsheet. Those hours can be spent more productively somewhere else, and a POS system allows you to capture that labor and use it more effectively.

Cash registers also lack another important functionality that POS systems possess – namely the ability to tie into your company's inventory management system. Without some sort of inventory tracking system in place you must rely on a sharp eyed stocking clerk to spot product shortages, but with a POS system in place you can get automatic notifications when a particular item is running low. This makes inventory planning easier to manage, and more importantly, it ensures you never run out of your best selling product while eager customers are clamoring at the door.

## So many options, so little time...

The point of sale industry recognizes that there are many different types of businesses, and that each type of business has its own unique needs and challenges. That is why there are so many different POS systems on the market these days. There are POS systems designed for use in busy restaurants, and these systems are tailored to the needs of those who work in the service industry. There are also POS systems designed for busy retail stores, boutiques and specialty shops.

Most POS systems used in the restaurant industry use touch screens for input instead of a keyboard and a mouse. This design offers a number of advantages to restaurant owners in terms of boosting productivity. Since touch screens are easier and faster to use, the wait staff can record the information needed without wasting valuable time that could be spent waiting on customers. The unique design of a restaurant POS system also makes more efficient use of space. After all, few restaurants would have room for a full size computer, mouse and keyboard.

### **A complete point of sale consists of hardware & software**

There are actually two distinct parts of the Point of Sale system – the hardware and the software. Each part has its own role to play, and it is critical that the hardware and the software work seamlessly with one another.

Did you know that there are over one thousand POS software packages on the market today? It's true, and with so many different software packages to choose from it is important to shop carefully. Choosing the wrong POS software package could end up costing your company tens of thousands of dollars in wasted money, time and effort. Picking the wrong POS software could also tie your firm to proprietary hardware systems, costly upgrades, expensive maintenance plans and other money drains.

*When choosing a POS software package for your business it is of course critical to consider the nature of your business. As with the restaurant example outlined above, your business has specific needs, and it is important to tailor the hardware and software you use to the needs of your business and your workers. A POS system that works perfectly for a hotel might not work so seamlessly in a retail store setting, while a POS system designed for a restaurant simply would not do for a retail operation.*

*There are many distinct pieces of hardware that make up the Point of Sale system, and each of those hardware pieces are discussed in depth later in this guide. But no matter what the system, the most critical pieces of hardware are the computer, the keyboard, the receipt printer and the bar code scanner. In order for your customers to be served in a timely manner, each of these components must operate flawlessly at all times.*

*To understand the importance of choosing the right hardware, just consider this all too common scenario. Your firm just introduced a hot new product that everyone in town just has to have. They begin lining up at your store before dawn, just for a chance to possess the item that only you have in stock. As those eager customers start streaming through your doors and the sales start rolling in, your computer system looks up, the bar code reader refuses to work and the receipt printer stops printing. It doesn't take long until you have a store full of very unhappy customers, many of whom may never return to your establishment.*

*Fortunately, you can avoid this unhappy scenario simply by purchasing a quality hardware system to go along with the POS software you have so carefully picked out. In most cases it is better for business owners to buy the software first, and then design the hardware system around that software choice. This is the best way to ensure compatibility between the hardware and software, and to avoid system breakdowns at critical times.*

## Benefits of a point of sale system

# 3.

### **Point of sale simplifies the management of your business**

Running a business may be a dream come true, but it still requires lots of hard work and long hours. As a business owner, you know what it takes to be successful, and you are not afraid to work 12-14 hour days to make your firm successful. With a POS system in place, however, you can work smarter and put your considerable skills to work in other ways. A POS system can simplify the day to day management of your business, freeing you to focus on the bigger picture, like plans for future growth and opening new branches.



*A computerized point of sale has been shown to greatly reduce the time it takes to complete a variety of managerial tasks. Depending on your business processes, it can save up to 40 man-hours a month.*





## **Simplify tedious accounting tasks**

Whether you use an outside CPA firm or an internal accounting clerk, accounting services can be very costly. A POS system automates much of the accounting process, and this can reduce the amount of time and money spent on hand entry of receipts and sales.

A POS system also makes ordering from your suppliers faster and easier. Whether you do all the purchasing for the business yourself or delegate it to one or more workers, chances are your firm is spending many hours a week just replenishing sold stock and keeping inventory up to date. With a POS system in place this reordering and inventory management can take place automatically. You can set up a standing reorder with your suppliers, and have the POS system automatically generate a new PO each time you start to run low on a hot seller.

No one likes to pay taxes, and the tax situation for the small business owner can truly be nightmarish. While workers are free to focus on paying their fair share of income taxes, business owners must navigate a complex world of sales taxes, business taxes, self-employment taxes and license fees. Sales taxes in particular have tripped up many business owners, and the penalties for underreporting those taxes can be quite severe.

With a POS system in place you can automate the collection and reporting of sales taxes, making your accounting easier and saving you countless hours that would otherwise be spent dealing with government red tape. With a POS system you can print out a report that shows your daily, weekly, monthly and annual sales, along with a breakdown of taxable and non-taxable items.

This type of breakdown is particularly important in the many states that impose a sales tax on most items while exempting other classifications of items from the tax. As each new item is entered into the POS system it can be coded as taxable or non-taxable. When that item is sold, its category tells the POS software whether or not to collect sales taxes, simplifying your accounting and helping you comply with the ever changing tax laws.

## **Minimize loss and shrinkage due to theft**

Shrinkage is a word business owners wish they didn't have to know, but in fact shrinkage can be a significant money drain on any business. This type of loss, whether it comes from shoplifters or employee theft, can be a real drain on the bottom line, but a good POS system can help business owners stop the bleeding.

Business owners can use the real time inventory management capabilities of the POS system to spot check inventory levels and find potential problems before they get out of hand. If items are missing from a display right next to the exit door, simply moving that display might deter spur of the moment shoplifters. If items are disappearing before they even get to the shelves, employee theft could be a problem, and it might be time to install some security cameras in the stocking areas. Without the POS system in place it would be hard to spot these problems early, but with the Point of Sale system in place business owners can nip these problems in the bud and take appropriate action.



*Employee theft is the leading cause of shrink at a store, whether it's removing cash from a register or giving friends an family a "special discount". Store's without a point of sale system are 3 times more likely to be the target of employee theft.*

### Save both time and money

The bottom line is that a POS system can save your company both time and money, allowing you and your firm to focus on more important matters. With a POS system in place many systems that are currently done manually, like counting the number of pieces on hand and adding up sales tax receipts, can be done automatically with the push of a button. These cost savings alone may be enough to pay for the cost of the POS system, and many business owners have found that the pay-back time for a quality POS system is surprisingly short.

## How your business type affects the point of sale decision process

### **There are two categories of software. Which is right for you?**

As has been stated earlier, there are over one thousand POS software packages currently on the market. The key to choosing the right one for your needs is to know your business and exactly what it needs from such a system. Before you start shopping for the perfect POS software, it is helpful to know that there are two main categories of POS software – retail and hospitality. This is a critical difference, since a POS system designed for the hospitality industry will not be appropriate for the retail environment, and vice versa.

#### ***Hospitality: Fast food, bar, nightclub, restaurant***

*The other category of POS software is designed for the hospitality industry. As with the retail arena, there are many different types of businesses under the hospitality umbrella. Hospitality related businesses include restaurants, bars, nightclubs, fast food shops and more. Again, however, these businesses all have one thing in common – they serve the public with food and drink. Unlike retail establishments, who deal in tangible goods, the inventory at a hospitality business consists of wine bottles, dinner entrees and the occasional hamburger.*

#### ***Retail: gift shop, bike store, pharmacy, boutique, etc.***

*The retail POS software system is designed for retail establishments. These retail establishments might be as diverse as a department store, bike shop, boutique, pharmacy or gift shop, but what they all have in common is that they sell hard goods directly to the public.*

### **Point of sale software is often designed for a specific type of business**

The software for a POS system is often designed to fit a specific type of business, even though the business fits into one of the two main categories. For instance, there are POS systems designed specifically for the restaurant industry, and others designed for the needs of nightclub owners, even though both businesses fall under the hospitality category.

### **Some are horizontal (applicable to many business types), some are vertical (applicable to only one type of business)**

In some cases POS software is horizontal, meaning that it is applicable to many different types of businesses within a category. Other POS software is vertical, meaning that it is tailored to a specific type of business like a concert hall or fast food restaurant. It is important for business owners to be aware of these distinctions when choosing a POS system.

### **Different types of stores have different requirements**

Each type of business will have its own set of specific needs, and as the business owner you need to think carefully about the types of transactions your firm handles on a daily basis. When choosing a POS system it is essential that the system be able to handle those specialized transactions with ease.

For instance, pharmacies will require the ability to accept Flexible Spending Account (FSA) cards, while boutiques will require matrix items for clothing sizes and colors. Bars need the ability to code each type of drink with a price, while restaurants need a POS that is able to track each food item.

### **Determine what features are most important to you, and make sure your selected point of sale has those features.**

No matter what type of business you own or which of the two main categories you fit into, it is important to compile a list of the most important features you need from a POS system. Compiling a pre-shopping checklist is the best way to ensure you get just what you need without paying for features you will never use.



# Choosing the right software

# 5.

## Key points of point of sale software

- Type of business determines the best software option
- What are your feature needs? What is absolutely required for your business?
- The basics of point of sale software
- Multiple locations or registers?
- Web-based point of sale may be a good option
- The essentials for success



## **Your business type helps narrow the options**

Is your business retail or hospitality?

Choosing from among more than one thousand POS software packages is no easy task. The first part of choosing a suitable package is to limit your search to the packages designed for your type of business. POS software is available in two basic flavors – one for hospitality based businesses and another for retail establishments.

## **Which features are essential?**

After determining your basic category, the next step is to create a list of the features that are absolutely essential to your business. Creating a paper checklist you can refer to is one of the best ways to ensure you get what you need, without paying for other features you may never use.

## **The basics**

All quality POS systems will cover the basics that every business needs to succeed. If you find a software package that does not address these basic needs it is best to move on.

- Conduct transactions

*The POS software you choose should make it easy for cashiers, clerks and other employees to conduct transactions. Speed is an important consideration here, since a slow POS system will cause lines to grow and customers to become unhappy. The POS system should also be intuitive and easy to use, without the need for extensive training. Turnover is a problem in many businesses, so it is important to install a POS system that is easy to use. If your existing employees are able to train your new workers quickly you can save a lot of time and money.*

- Integrated card processing

*The ability to take credit cards is a boon for any business, so look for a POS system that uses integrated card processing technology. The system you choose should be able to process credit cards, debit cards and gift cards. Customers will also expect the ability to get cash back on their debit cards, so the card processing system will need to be able to handle that functionality as well.*

- Process returns and voids

*Returns are an inevitable part of any retail business, so the POS system needs to be able to handle return transactions quickly and efficiently. While many businesses set up a special area for returns, others process returns and sales at the same register. No matter which type of system is used, it is important that returns are handled quickly. If the return system is slow and cumbersome, lines will build up and customers will be unhappy.*

*The ability to process voids quickly and efficiently is just as important. Even the most accurate and well trained cashier is bound to make a mistake from time to time, and it is important that the POS system be able to quickly void a transaction and issue a new one. Handling returns and voids properly is important, and a good POS system will tie not only sales but returns and voids as well, into the inventory management and tax reporting systems.*

- Beginning and end of day procedures

*Many companies have specific actions that must be performed at the beginning and end of every day, and it is important to choose a POS system that supports those special procedures. Opening the register in the morning and closing it at night is important, and a good POS system will allow the business owner to program these activities into the system.*

- X/Z report

*It is important for any retail establishment to reconcile the registers at the end of each day, and a good POS software package will include functions to make the reconciliation process easier and faster. A good POS software package should include support for the X report, which shows how much cash was in the system at the beginning of the day, how much was brought in during the course of the day and the cash in the drawer when it was counted at the end of the day. The POS system should also support the Z report, which reports the same information but also closes the batch. This Z report is particularly important for settling credit card transactions.*

- Reporting tools

*Running daily, weekly, monthly and annual reports is one of the best ways to keep an eye on your business and how it is doing. A quality POS system will come with a number of reports built in, making it easier for business owners to customize and create reports for their specific needs. A quality POS system will also allow business owners to create special ad-hoc reports that can be*

*run in real time, providing critical data when it is needed most. Business owners should look for strong reporting capabilities in any POS software package they are considering, including specialized reports for sales tax reporting, profit calculation and inventory management.*

- Ability to manage customers (CRM)

*Customer management is an important consideration for any business. After all, a business is nothing without its customers, and businesses that fail to keep their customers happy will not be in business very long. Choosing a POS software package that incorporates CRM principles and practices is an important consideration, since this allows you to tie the POS system into your overall quality improvement and customer relationship management programs. As a business owner you need to constantly strive to improve quality and customer experience, and choosing a POS system with integrated CRM is one of the best ways to constantly improve your performance.*

- Ability to look at past transactions

*As a business owner you need to know what is going on now, but you also need the ability to look into the past to see how present trends compare to past experience. Looking at past transactions is one of the best ways to spot short term and long term trends, as well as an excellent way to spot potential problems. If you notice a sharp drop off in sales compared to the same month last year, you may need to take a closer look at your business. With a good POS system you will be able to compare sales today with those of a year ago with just a few clicks of a mouse.*

### Multiple locations or registers?

Many POS systems require complicated configuration or added software or hardware to run multiple locations/registers. If your business includes more than one location, or if you plan to expand in the future, it is important to choose a system that offers simple support for multiple registers and multiple locations.



*Not all Point of sale software supports multiple locations or even multiple registers. Be sure to find out if a system you're looking at does so it can expand as your store grows.*





**Web-based Point of Sale may be a good option for businesses with multiple locations.**

*A web-based Point of Sale system simplifies the set up of multiple checkout lanes and multiple locations.*

**Keys to success:**

- Is it easy to use?

*A good POS system will be easy to use and very intuitive for the user. A complicated system will frustrate your employees and make training new workers much more complicated and expensive.*

- Is it easy to set up?

*Time is money, and the more time you spend setting up a complicated and cumbersome POS system the more money you are losing. Choose a system that is easy to set up, especially if you will be expanding your business and setting up multiple POS systems in different locations.*


- Can you try it before you buy?

*It is one thing to watch a demonstration of a POS system in action, but it is quite another to actually use that system every day. Look for a vendor who will allow you to actually try out the POS system before you buy it. This will allow you to discover any idiosyncrasies or incompatibilities before you put your hard earned money on the table.*

**Feature Checklist**

What features are absolutely essential to you? What features does your store not need? On the next page you will find a feature checklist you can use to guide you as you look at different software packages.

Point of Sale Feature Checklist			
Feature	Not Needed	Needed	Essential
Integrated card processing			
Process returns/voids			
Opening procedures			
Closing procedures			
X/Z reporting			
Time based CC capture			
Detailed reporting tools			
Customer manager (CRM)			
Search past transactions			
Automated backups			
Multi-register capability			
Multi-store capability			
Hold transactions			
Employee time clock			
Generated purchase orders			
Electronic PO submission			
Tip jar			
Seating diagram			
Integrated help documentation			
Web-based access			
Free trial			
Integrated ecommerce			
Email receipts			
Perpetual inventory			
Item data import			



# Choosing the right hardware

# 6.

## **The multitude of hardware options...**

With POS systems in such widespread use, these items have become a commodity. As such, many different manufacturers and suppliers sell the hardware, and there are many different types and styles of peripherals.

## **Popular point of sale equipment manufacturers are HP, Micros, Dell and Epson**

Computer owners will certainly recognize the names of some of the biggest players in the POS hardware arena. Electronics makers like Dell, Epson, HP and Micros are also big players in the POS world, and business owners have a wide variety of name brand hardware to choose from.



## There are many peripheral devices available, and your requirements will determine what you need

In addition to the standard computer system, there are a number of different peripherals available with each POS system. Not every business owner will need every type of peripheral – the best strategy is to take a look at what you need from your system and choose your optional accessories according to those needs.

## What is a standard warranty?

A three year warranty is standard on POS peripherals

*The warranty is an important consideration no matter what type of hardware you are buying. Business owners should know that a three year warranty is the standard for POS systems, and a manufacturer who offers less than that standard warranty should be looked at closely. A quality hardware manufacturer will be willing to stand behind the products they make with a comprehensive warranty program.*

## Types of peripherals

### Cash drawer



*The purpose of the cash drawer, of course, is to hold cash. Cashiers and clerks need a convenient way to make change for customers, so the cash drawer includes various compartments for each monetary denomination, as well as slots for coins and checks. There are many cash drawer manufacturers, but MMF is one of the largest and most well known.*

### Receipt printer



*The receipt printer is perhaps the most critical piece of hardware in the entire POS system, since it is the one the customer cares about the most. Customers expect to receive a clearly worded and detailed receipt each time they make a purchase, so it is important to choose a quality receipt printer.*



*Thermal receipt printers are preferred over ink based systems, since these printers tend to be more reliable and easier to maintain. Epson is a leader in the receipt printer market, but there are a number of other manufacturers as well.*

### Barcode scanner



*These days just about every product has an embedded barcode, so the barcode scanner will be an essential part of most POS systems. Accuracy and speed are important considerations when choosing a barcode scanner. Accuracy is critical of course, while a fast scanner will help your company process more sales per hour.*

*There are a number of barcode scanner designs on the market, including both medium and high volume units. There are also omnidirectional units that are capable of scanning a barcode from any direction. These units can be particularly useful for scanning large and bulky items directly from a customer's cart. There are a number of manufacturers of POS barcode readers, but Symbol is one of the most popular.*

### Mag Stripe Reader



*Some years back credit cards surpassed cash as the most common form of payment, and that trend is not likely to reverse itself anytime soon. If your business takes credit and debit cards, you will need to have a mag stripe reader attached to your POS system. These readers are designed to decode the magnetic strip on credit cards, debit cards and gift cards, verifying that the card is valid. Mag-Tek is a leader in the mag stripe reader arena, but there are a number of other manufacturers as well.*

### Pole display



*Anyone who has ever been to a Wal-Mart has seen a pole display. These are the displays that customers can use to check a price by scanning the item's barcode. Logic Control is one of the leading manufacturers of these specialized customer facing displays.*

### Computer



*Computers are at the heart of the POS hardware setup, but these are specially designed computers that are quite different from the normal PC. The computer used in a typical POS setting will be a heavy duty unit designed specifically for the retail environment, as opposed to the light duty units designed for office work. Even though the applications are different, however, many of the names are the same, with HP being one of the most popular and widely used manufacturers.*

### Touch screen monitor



*Touch screens are very popular these days, and using a touch screen display instead of a traditional computer and keyboard can speed up transactions and simplify training. Most younger workers will already be familiar with touch screen technology through their iPhones and other devices, so the learning curve for touch screen monitors can be very low. Touch screens also allow clerks to touch pictures of items, making data entry easier and speeding up the customer experience. HP is also a major player in the world of POS touch screen technology.*

### All in one



*All in one units combine multiple peripherals into a single unit, making it easier to use. The HP ap5000 unit is a one of the most well known all in one units on the market today.*

## Other types of peripherals

- Signature capture

*Signature capture technology allows customers to sign their credit card receipts electronically rather than on paper. This creates an electronic record of each transaction and makes bookkeeping and verification easier.*

- Scale

*Scales can be very important in certain retail environments like grocery stores. It is important to choose a scale that is accurate to the fraction of an ounce.*

- POS Keyboards

*Keyboards are used to make data input easier and faster. There are a number of keyboard designs on the market, so business owners will need to decide which design best meets their needs.*

- Age verifiers

*Age verification technology is vital for the bar and nightclub industry, since the penalties and fines for allowing an underage person to drink are quite severe. Anyone who runs an age restricted business needs to have some sort of age verification peripheral in place.*

- Restaurant pagers

*If your restaurant is popular enough to have a waiting list, you need pagers you can give to your customers while they are waiting for a table.*

- Security cameras

*Security cameras can be an important part of your overall technological solution. It is important to choose cameras that can be viewed and monitored remotely.*

- Label printer

*Label printers allow businesses to quickly and easily print labels as needed.*

- Check reader

*The ability to accept checks can be a real boon to many businesses. A check reader scans and verifies each check to help companies avoid fraudulent transactions and bad checks.*

- Change dispenser


*An automatic change dispenser can speed up transactions, especially in fast food restaurants and other high volume establishments.*



## Hardware Checklist

Depending on your store you may have a variety of different equipment needs. Fill out this checklist and it can help you when you go to make your equipment purchases.

Point of Sale Hardware Checklist		
Hardware	Not Needed	Needed
Computer		
Cash drawer		
Receipt printer		
Barcode scanner		
Magnetic stripe reader		
Customer facing pole display		
Touch screen monitor		
Signature capture device		
Security Camera		
Scale		
Age verifier		
Restaurant pager		
Label printer		
Check reader		
Change dispenser		



# The future of point of sale

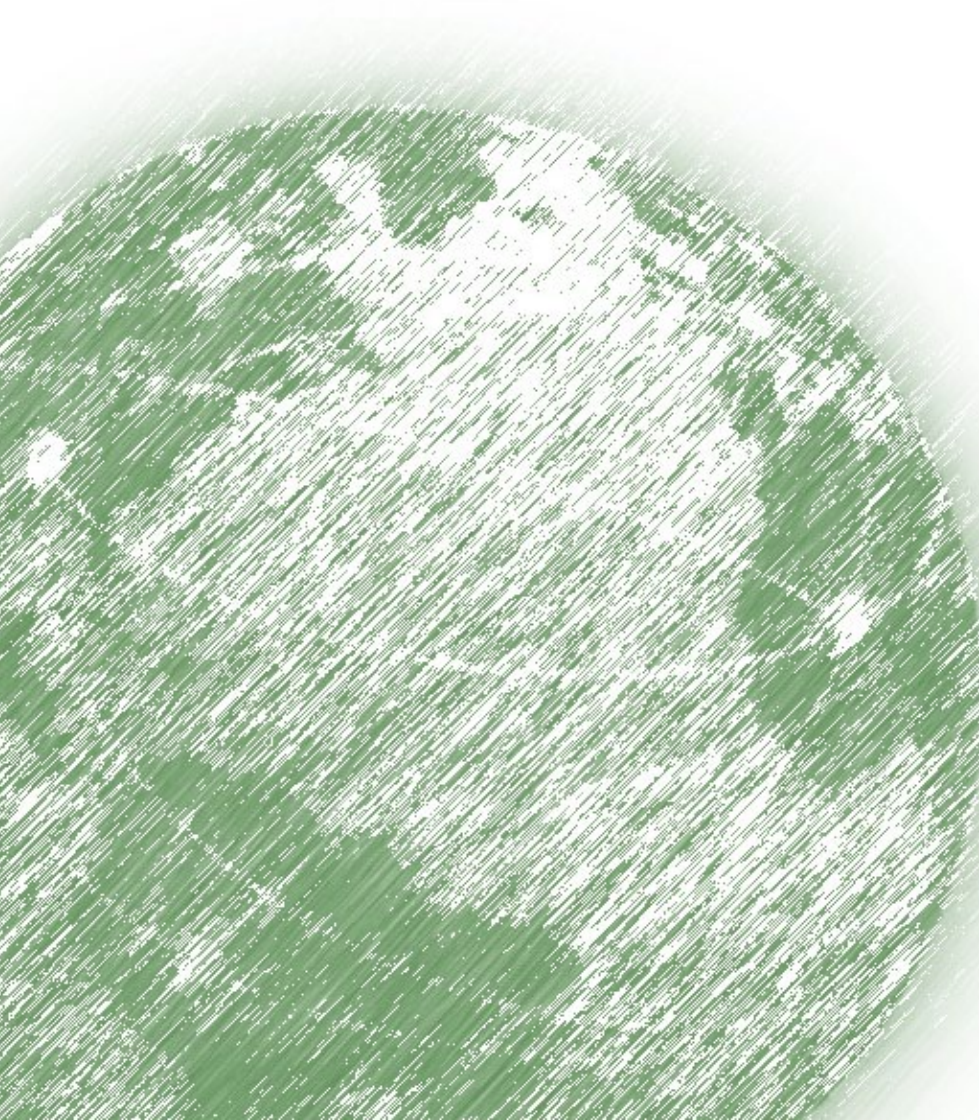
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## **New point of sale technology is helping retailers become more efficient**

As technology changes, POS technology changes with it, and it is important for business owners to keep up with the new needs of their customers and make sure their POS systems are able to handle those new needs.

## **Mobile POS (handheld devices, iPods or iPhones, etc.)**

Mobile devices like iPods, iPhones and SmartPhones are playing an increasingly important role in our lives, and advances in POS technology allows users to make purchases, get product information and interact with your business from wherever they are.



## **Advances in software delivery allows for low-cost, service based POS**

Service based POS is another important emerging technology, and one that business owners should look for before choosing a POS hardware and software solution. No matter what type of POS software you choose, it is important that it include frequent upgrades to accommodate changes in POS technology.

## **Market leader in Software as a Service (SaaS) Point of Sale is Cashier Live**

Software as a service, or SaaS, is a growing part of the point of sale industry, and many experts think that SaaS is where the POS market is ultimately headed. Cashier Live is a market leader in SaaS technology, and the company is able to provide innovative, practical and cost effective solutions to businesses, no matter what their industry or market niche.



*SaaS or web-based point of sale is often more secure than traditional point of sale systems. Using a web-based point of sale can reduce your store's PCI compliance burden.*

## **Advantages of web-based point of sale**

Web based point of sale has a number of important advantages over more traditional point of sale systems. Just consider some of the many advantages inherent in the web based point of sale model.

- Low cost

*Cost is an important consideration no matter what the nature of the business. Firms who fail to keep their costs under control will quickly find themselves falling behind. Using web-based SaaS POS is one of the best ways to lower costs and increase the return on your investment.*

- Easy to use

*Ease of use is critical when implementing a POS system. Workers must be able to understand and use the technology effectively, no matter what their previous experience or level of education. A web-based SaaS POS system can be much easier to learn and use than a traditional one.*

- Easy to set up

*Easy setup is critical, especially for business owners with multiple locations. By choosing a POS system that is easy to set up, business owners can delegate tasks like setup and initial training to others, freeing up their time for more important matters.*

- E-mail receipts, manage customer accounts

*These days most communication is digital, and the ability to email receipts and remotely manage customer accounts is one of the chief benefits of the SaaS POS business model. With a web-based system you will be able to check the system, get receipts, print reports and complete other critical tasks from just about anywhere.*

- Access reporting tools from anywhere

*Reporting tools are a critical piece of any POS system, and the ability to access and run reports in real time over the web is one of the biggest advantages of the SaaS model. With just a few clicks of a mouse you can check inventory levels, review your sales tax receipts and determine which products are your hottest sellers.*

- Set up multiple stores and registers easily

*One of the biggest challenges of the traditional POS system is setting up a new register. In many instances, simply setting up a second register requires expensive software and hardware upgrades, resulting in increased costs and a longer payback period. With a web-based SaaS POS system business owners can scale their operations up quickly, without worrying that the cost of the upgrade will eat into profit margins.*

- Upgrades are sent instantly, no downloads or installation required

*With the face of technology changing every single day, it has never been more important to keep up to date with upgrades. While installing manual upgrades on a traditional POS system can be a time consuming and complicated undertaking, upgrading a web-based POS system is a snap. With a web-based system upgrades are sent down the wire automatically and installed silently behind the scenes.*



- Use on any computer with an internet connection

*Another potential drawback of the traditional POS system is the expensive and sometimes proprietary hardware such systems often require. A web-based SaaS POS system, on the other hand, is designed to work with any computer. As long as the PC is connected to the Internet, it will work with the POS system, without regard for brand, model or type of system.*

### **Advantages of using a point of sale**

POS systems have a number of important advantages when compared to antiquated technology like the cash register. Some of the many advantages of installing a POS system include lower costs, reduced staffing needs, easier training and the ability to manage inventory more effectively. POS systems also allow business owners to run reports in real time, both scheduled and ad-hoc reports, that show the status of the business and the bottom line in an instant.

### **Choose the hardware you need for your particular business**

There are many different POS systems on the market, each with its own line of peripherals and optional equipment. Before you start shopping for any POS hardware it is important to create a detailed checklist showing what you need from such a system. For instance, if your business ac-



cepts both credit cards and checks, you will need a magnetic stripe reader and a check reader built into your POS system. Adding a fast omnidirectional barcode reader to your POS system will allow cashiers to scan heavy items for customers without removing them from their carts – this will make your customers happy and increase the speed of the checkout process.

### **Choose the software that you feel will work best for your business**

There are more than one thousand varieties of POS software on the market, and it is important to research them carefully. Choosing the wrong software could harm your productivity and efficiency, resulting in thousands of dollars of losses and endless months of frustration. When choosing a software package for your POS system, consider the needs of your specific business and choose a software package that addresses those specific needs.

### **Choose something easy to use**

Ease of use is critical for any POS system. If the system is cumbersome and difficult to use, your workers will not want to use it, and you may find that you have difficulty attracting and retaining qualified employees. Choosing a system that is easy to use will reduce your training costs, boost employee morale and enhance customer satisfaction. Choosing an easy to use system will also make it easy to ramp up your operations when demand for your products and services increases.

### **Choose something you can try before you buy**

You wouldn't buy a new car without taking it for a test drive, so why should you invest in an expensive POS system without taking it for a spin? Choose a POS vendor who will allow you to try out the system before making a purchase decision. This try before you buy approach allows business owners to make sure the POS system truly meets their needs before they part with their hard earned money.

# Contact Us

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## About Cashier Live

Cashier Live has been focused on providing a low cost alternative to traditional Point of Sale software since 2009. By taking advantage of web technology, Cashier Live can provide point of sale software direct to retailers at a fraction of a cost of traditional software. A key benefit of using a Cashier Live is that it can help you run your store more efficiently. From conducting transactions to managing your inventory, Cashier Live gives you the tools to decrease costs and increase sales. If you're ready to take advantage of the latest in retail technology give Cashier Live a try.

Ready to sign up for a free trial? Go to [www.cashierlive.com/trial](http://www.cashierlive.com/trial)

