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Mobile-first POS in the modern retail store: A buyer's checklist



A HOT TOPIC

"The move to mobile POS (mPOS) for associates is the single fastest adopting trend we have seen since the rush to get stores Internet-enabled."

-IHL Group

"The global mobile POS terminals market size was valued at USD 36B in 2022 and is estimated to expand at a compound annual growth rate CAGR of 11.1% through 2030."

-Grandview Research

So many choices, so little time

Mobile-first POS is indeed a hot topic in retail these days. And with good reason. Tethering associates to a fixed POS device - effectively anchoring them to the cash wrap - makes it very difficult for them to support all the new customer-facing and operational demands of modern retailing.

That's why so many retailers are considering investing in modern POS technology that seamlessly and instantly transitions between fixed and mobile devices. That's also why so many technology vendors are suddenly popping up with mobile POS offerings with many different options, capabilities and features.

The challenge many will face when they consider investing in mobile POS will be parsing all the overlapping and conflicting vendor messages to determine what's important.



A checklist by retailers, for retailers

Aptos has spoken to dozens of retailers exploring mobile POS investments, and along the way we documented the things that mattered most to each. We analyzed and ranked the things that consistently appeared at or near the top of

most RFIs, RFPs and demo scripts.

We initially created this checklist to help us prioritize our R&D investments, but we hope it may also help you prioritize the capabilities and characteristics to look for when investing in modern, mobile-first POS solutions.



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FUNCTIONALITY COMES FIRST

It's no surprise that retailers require robust functionality. One of the top complaints we hear about mobile POS solutions is that many of them limit the functionality available on the small screens. Sales associates today need access to the complete transaction set, enriched with enterprise data.

CONNECTIVITY IS KING

Next on retailers' list is reliable **connectivity**. "Mobile" connectivity can no longer be synonymous with "occasional" connectivity. Associates must be able to wander into the far reaches of the store to help customers without fear of WiFi outages and of transactions dropping. Retailers require mobile devices that can seamlessly manage the online/offline conditions typical of most store environments.

ALL OMNI, ALL THE TIME

Retailers expect mobile-equipped associates to be able to access and update all omnichannel activities, on every device. They expect mobile associates to be able to access online orders, fulfill those orders, see real-time inventory availability across the chain, sell items from other locations and even process returns. Anything less reduces their ability to create customer interactions that convert.

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KEEP IT SIMPLE

With robust functionality, however, must also come simplicity. Associates require efficient and effective tools that help them help shoppers find what they are seeking, and they need a seamless transition between fixed and mobile use cases. Hence the focus on evaluating mobile-first POS solutions versus mobile-only POS solutions.

Additionally, in the perpetually high-turnover world of the retail store, new associates need to become productive quickly. The best way to do that is with user experiences that are as simple to understand as any of the hundreds of other apps that most associates leverage in their daily lives. Adoption time needs to be measured in minutes, not days



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OUTSIDE THE STORE AGILITY IS NOW MANDATORY

Retailers also expect mobile POS solutions to be agile. They want it to be easy to ring transactions outside the store. More and more retailers are expecting their stores to be able to quickly deploy pop-up shops where their customers gather. And they expect their stores to be able to be able to hit the streets without requiring IT intervention or complex setup.

SECURITY OR BUST

Finally, retailers demand that their mobile POS solutions be secure. For obvious reasons, security on mobile devices is of the utmost importance. Retailers won't even consider mobile POS solutions that do not adhere to the industry's strictest security guidelines and compliance standards.

The technology is ready to meet the moment, but are all the solution options?

Modern POS solutions that are designed to be mobile first (but - importantly - not mobile only) can empower the store in ways previous generations' technology could not. Instant and seamless device flexibility, modern UX design, enhanced resiliency and redundancy options, deep functionality, real-time access to enterprise data and more all lead to associates who are ready and able to answer every question, fulfill every option and convert every



opportunity.

The trick, as it always is with technology investments, is to vet your options carefully. No two mobile POS solutions are alike, and their connectivity, flexibility and capabilities can vary greatly.

We hope this checklist will help your evaluation, and we hope you will consider **Aptos ONE POS**, our mobile-first POS solution that enables associates on every device, fixed or mobile, inside the store and out. We believe it checks all the boxes on this list.

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About Aptos

Aptos is the leader in Unified Commerce with a rich history of helping retailers around the globe deliver unified omnichannel experiences for their customers. At the heart of our portfolio is Aptos ONE, our Unified Commerce platform.

Aptos ONE Cloud POS is our mobile-first, microservices-based and patented offline-resilient Cloud POS solution. **Aptos ONE POS** combines deep POS capabilities available on any device - fixed or mobile - with complete configurability for easy adaptation and differentiation.

Learn more at aptos.com.

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