



ESSENTIAL INSIGHT FOR RETAILERS

Contact Us Newsletter Subscribe RSS Feeds

Welcome, Guest | Sign In | Register

SEARCH

HOME TRENDS RESEARCH BEST PRACTICES NEWS BLOG NEW TECH THOUGHT LEADERSHIP EVENTS BUYER'S GUIDE MAGAZINE INSIGHT CHANNELS

Add to My Favorites

Print

Email Page

ShareThis

RSS Feeds

Newsletter

Posted Date: 9/13/2010

Security and Speed

By Adam Blair

The point-of-sale is one of the most technology-intensive areas of the store, and it's no wonder. Customers hate long checkout lines, so speed is of the essence—but retailers can't sacrifice security or they risk eroding their profit margins. Loss prevention solutions that operate in real time can prevent the losses from taking place. The LaneHawk BOB (bottom-of-basket) visual scanner detects items in the bottom of a customer's shopping cart and interacts with the POS while the transaction is taking place.

Security also extends to the POS hardware itself: PCI compliance and good business practice make it a smart choice to secure POS hardware to the counter or checkout station, both to prevent tampering and to protect sensitive customer information. The MMF POS terminal stands ensure hardware stays in place.

The checkout is the one place in the store that all customers are guaranteed to visit, so it's an optimal place for promotions. The VeriFone MX 880 offers a full-motion screen that can display a variety of visuals, combined with a secure transaction solution and a retail-hardened tactile keypad.

For managers and store associates, it's often more important to be in the store's aisles or the stock room than at the point of sale. The Motorola ES400 Enterprise Digital Assistant keeps employees connected throughout the retail store, offering quick scanning of barcodes and an always-on connection to key enterprise applications.

Top-to-Bottom Loss Prevention

The LaneHawk BOB (bottom-of-basket) solution from Evolution Robotic Retail detects and recognizes items in the bottom of the shopping cart as part of the transaction taking place, making sure retailers get paid for these items. The visual scanner recognizes items without needing to scan their UPC code, and shares item descriptions and UPC information with the POS in real time. www.evoretail.com



Secure Terminal Stands

The new line of value-priced transaction terminal stands from MMF POS prevents unauthorized removal of payment terminals, which often rest on a counter secured only by a power cord. PCI compliance requires retailers to provide customers with secured payment transactions and protection of the customer's information. www.mmfpos.com



Promotions at the POS

The MX 880 payment terminal, the newest addition to the MX800 line from VeriFone, offers full-motion video display that allows high-impact promotions to be delivered at the point of sale. The display is accompanied by a tactile keypad, and the device offers secure transactions and a payment solution designed to withstand heavy usage. www.verifone.com



MOST READ STORIES

- > [Top 10 Best-Paid Supermarket CEOs](#)
- > [2010 Cross-Channel Tech Trends Study](#)
- > [Deeper Customer Intelligence](#)
- > [Five Big Trends Reshaping Retail](#)

FROM STOREFRONTBACKTALK.COM

- > [Best Buy's Dead-Last Mobile Performance: Does It Mean Anything?](#)

WEB EVENTS

Key Takeaways from the 1st Annual Retailer/Supplier Shared Data Study 10/7/2010 2:00:00 PM

- >> Steve Steutermann, Research Director, **Gartner**
- >> John Sacksteder, Director Customer Innovation Center of Excellence, **Kraft Foods**
- >> Steve Methvin, VP, eCommerce and Retail Technology, **Bozzuto's**
- >> Troy Prothero, Supply Chain Manager, **Food Lion (Delhaize Group)**
- >> Jonathan Golovin, Chairman and CEO, **Retail Solutions, Inc.**

[View On Demand](#)

Twenty First Century Merchandising -- Top 5 Takeaways From 2010 RSR Research Report 9/22/2010 2:00:00 PM

- Moderator:**
- >> Dave Weinand, Publisher, *RIS News*
- Panelists:**
- >> Robert Russo, CIO, **Maidenform**
 - >> Nikki Baird, Research Partner, **RSR Research**

One-Click Barcode Scanning

The Motorola ES400 Enterprise Digital Assistant gives mobile managers and store associates the ability to scan barcodes and gather other data, including photos, videos and documents, with one click. The user interface can be customized to provide access to key applications, both at the store and enterprise levels. www.motorola.com



Rate this Content (5 Being the Best)

○ ○ ○ ○ ○
1 2 3 4 5

OK

Current rating: 0 (0 ratings)

>>Vince Rouleau, Industry Principal, **SAP Retail Inc.**

[View On Demand](#)

[MORE WEB EVENTS...](#)

WHITE PAPERS



Unlocking the Information Logjam - Leveraging Data for Better Decisions

Retailers' collection of data across the enterprise has reached historic levels. For years retailers have had more data than they are physically capable of processing.

[Download Now](#)



Differentiate Mobile Retail: The Six Pillars of Success

The fast-moving adoption of smartphones by shoppers means the time is ripe for retailers to deliver mobile commerce that overcomes the challenges of the form factor and capitalizes on the unique capabilities of the medium. Here are six key pillars that you need to deploy to get your mobile program moving in the right direction.

[Download Now](#)

[MORE WHITE PAPERS...](#)

[MEDIA KIT](#) | [EDITORIAL BOARD](#) | [PRIVACY STATEMENT](#) | [TERMS & CONDITIONS](#) | [CONTACT US](#)

All materials on this site Copyright 2010 Edgell Communications. All rights reserved.



What if you could better forecast demand, avoiding up to 25% in lost sales?

You can. DOWNLOAD RESEARCH PAPER.

sas
THE POWER TO KNOW.