

THE IPAD POINT OF SALE PLAYBOOK:

Your Guide to Winning the Big Game

Why are merchants throwing in the towel on cash registers and traditional point of sale systems and opting for rookie-esque technology like Apple iPads and Android tablets in the retail industry? Because the rules of engagement are changing. Veteran cash registers can't play the game forever. It's time to draft a rookie. Quick, agile, multi-purpose players are needed for this new retail style offense. And if you do your homework and scout the right players, that rookie can quickly become your team's MVP.



1 THE RULES OF THE GAME ARE BEING REWRITTEN

The migration to EMV in 2015 has helped accelerate mobile point of sale (mPOS) adoption. Rather than spending just as much to update outdated POS systems, merchants are choosing to move to an mPOS as a more cost-effective option with better versatility in services and features.



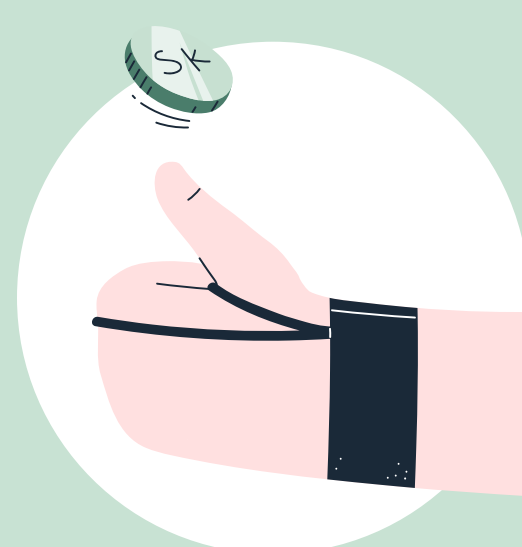
27.7 MILLION mPOS systems projected to be in place by 2021

Only 3.2 million mPOS systems were projected back in 2014.

37% of companies spent more on the POS software than they budgeted

2 WHEN THE RULES CHANGE, SO DOES THE GAME

Just like the West Coast Offense disrupted the old-school ground and pound offense of yesteryear, mPOS systems are forever changing the way merchants play their game. To compete today, merchants need the sales reports, analytics, security and insight that only an mPOS can deliver.



49% of single-store retailers are requesting sales reporting and data analytics capabilities

27% want a mobile management app like Pocket from ShopKeep

47% say customized reporting is their most used feature

46% say inventory control is their most used feature

3 TURN YOUR CUSTOMERS INTO FERVENT FANS

Football has some of the most die-hard fans of any sport. They will spend hundreds of dollars on tickets, sit outside in freezing temperatures (sometimes without their shirts on) and cheer for their team. That's the kind of loyalty you want from your customers. So, are you giving them what they want?

mPOS systems allow you to accept alternative payment methods and they also allow you to track customer data to create more personalized offers.



31% of consumers use mobile wallets like Apple Pay

53% of overall consumers feel stores should accept smartphone payments

67% among Millennial shoppers feel stores should accept smartphone payments, accounting for \$200 billion in purchasing power

58% of consumers are comfortable with retailers using their purchase history to customize a future shopping experience

"I'M NO SUPERMAN"

- Michael Irvin, HOF WR Dallas Cowboys

As a small business owner, you're probably not Superman either. You can't do everything yourself and there are only 24 hours in a day. No more. No less. An mPOS automate tedious tasks like inventory management, bookkeeping, and general accounting, saving you time and adding more hours back to your work week.

Let an mPOS make your life easier.



61% of small business owners report working more than 40 hours per week

18% of small business owners who don't feel they have a positive work-life balance, 46% say that administrative tasks are the biggest roadblock in achieving balance

Being "The Owner," managing personal finances (18%), and finding time for exercise (15%) are the first, second and third largest stressors for small business owners

4 THE BEST DEFENSE IS A GOOD OFFENSE

In order to win games, you need to have a winning offense that can not only make plays, but has studied the opponent's defense to understand what they're up against. The same applies to business. You need to know what your competition is doing so you can make the right play calls. Here's a look at how small and mid-size businesses are choosing point of sale systems.



52% of all single-location SMB retailers are specifically requesting iPad POS software

Compared to 50% for retailers of all sizes across all segments.

59% of apparel and fashion retailers are requesting iPad POS systems

43% of merchants preferred cloud-based solutions

5 WHO WILL YOU DRAFT THIS YEAR?

Like we said, veterans can't play the game forever and eventually you're going to have to draft some rookies. So, what does the future draft class and point of sale landscape look like?



Analysts predict the mPOS market to have a compound annual growth rate (CAGR) of 32.84% from 2017 - 2021

By 2018 mPOS usage is forecasted to surpass standard POS terminals

While traditional and conventional POS systems are shrinking by 2.5% per year.

82% of retailers surveyed list "mobile" as their number one priority in the coming years

Did you know...In the next years, the number of retailers using mobile devices is expected to triple.

DON'T GET FLAGGED FOR A DELAY OF GAME PENALTY!

Upgrade to ShopKeep, the #1 rated iPad Point of Sale, today!



Sources

<http://www.businessinsider.com/mobile-point-of-sale-mpos-trends-business-opportunities-ecosystem-2016-10>, <http://www.capterra.com/point-of-sale-software/user-research>, <http://www.softwareadvice.com/resources/must-have-retail-pos-features/>, <https://www.mobilepaymentstoday.com/articles/mobile-pos-market-expected-to-increase-400-by-2019/>, <http://www.olderivone.com/media/4454351/verifone-2015-payments-survey-infographic.jpg>, <https://www.forbes.com/sites/michaelsolomon/2015/11/14/2016-is-the-year-of-the-millennial-customer-heres-how-to-be-ready/#417f8ca85ffc>, <https://smeadvisor.com/wp-content/uploads/2015/11/12-13-Infographic1.jpg>, http://newsroom.bankofamerica.com/files/press_kit/additional/Small_Business_Owner_Report_-_Spring_2017.pdf, https://docs.google.com/document/d/1oFQbdn212TKvV_ZjwBG0KI-FMzUXsg7oHWWESAGE/edit, <http://www.reuters.com/brandfeatures/venture-capital/article?id=11645>, <https://quickbooks.intuit.com/r/getting-paid/mobile-pos-expect-mpos-2016/>, <https://blog.wirecard.com/mobile-pos-helps-companies-competitive-raise-revenue/>