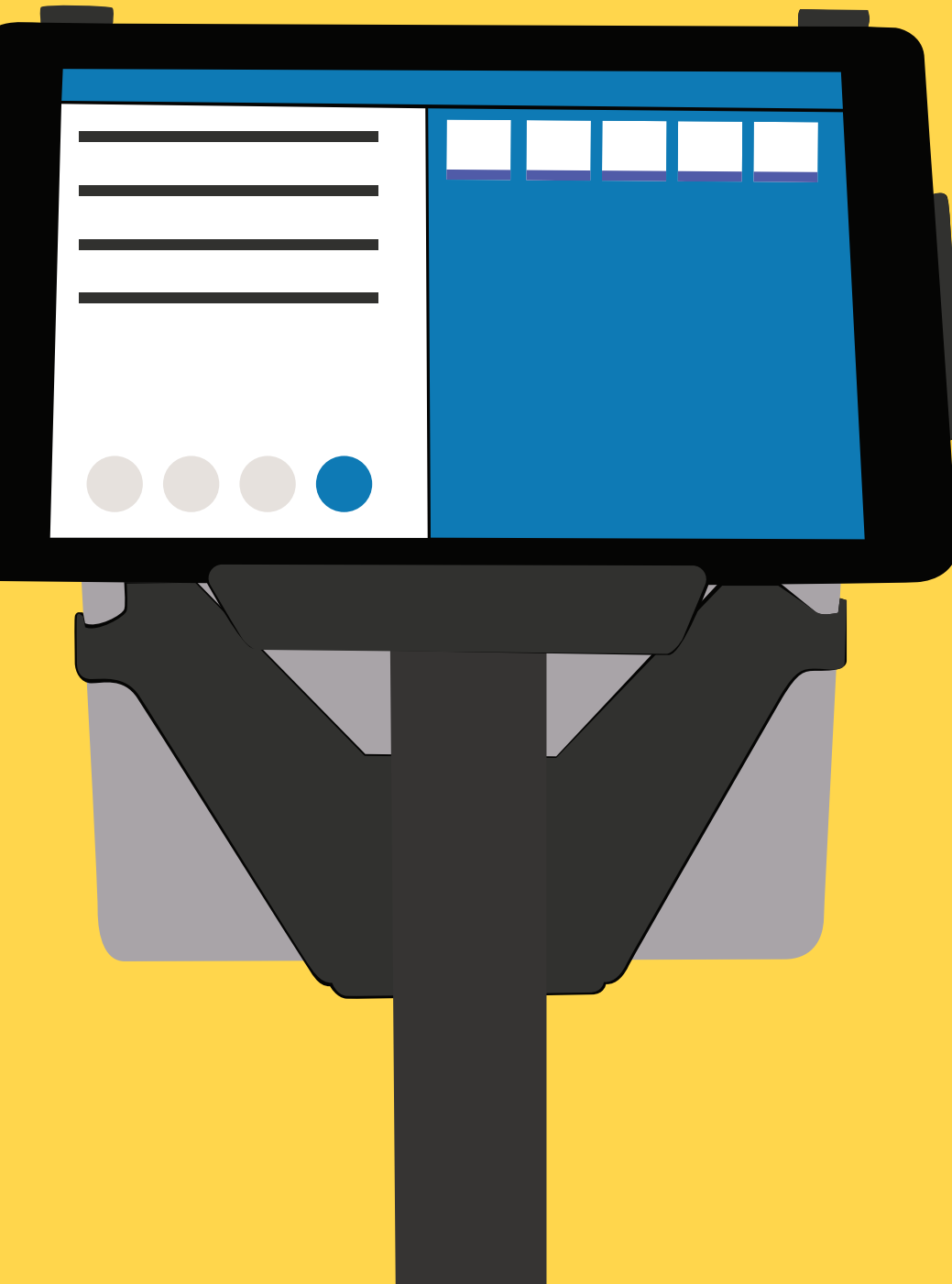


The Official Guide

Choosing your Point of Sale



Why do you need a Point of Sale (POS)?

Owning a business is not easy. Business owners rely on efficient tools to help run every aspect of their business, from finances to operations. These business tools can start from simple paper and pen to cash registers to tablet-based Point of Sale (POS) systems. There is no stronger tool to manage a business from employee management to mobile ordering than a POS system.

The POS is the heart of your business. It is where sales are made and what business owners use to gain insight on their business performance. A POS is an all-in-one system that does more than just be a cash register; it can ease management processes in a number of ways. Features such as sales reporting and inventory management can save a business owner significant time and costs. There are consequences to selecting the wrong POS; it can negatively impact how much potential sales your business can make. We understand choosing a POS system is a BIG decision as a business owner and this official guide will detail everything you need to know about selecting the right POS for your business.

Key Decisions

Take these key decisions into consideration when selecting the best fit POS system for your business:

1. Ease of Use
2. Cost and Value
3. Fast Customer Checkout
4. Reporting Capabilities
5. Uninterrupted Service
6. Customization
7. Data Security
8. Ability to Scale
9. Customer Support

We've made it easy for you to address each key decision maker by asking the following questions during your POS selection process. Mark off each checklist within the 9 key decisions to ensure you are selecting the right POS system.



Ease of Use

How easy will it be for me to use the POS system?

It is important to make sure that the POS you are considering is easy to use. Every second taken away from making a sale is money loss, which is why you want your selected POS to be quick to learn and offer a friendly interface for both you and your employees.

Make sure your POS meets this key decision maker by checking off the Ease of Use Checklist.

- ☒ Intuitive interface
- ☒ Fast employee training
- ☒ Small learning curve
- ☒ Preconfigured hardware



Cost and Value

How much will this cost me? What value does it hold for my business?

Cost. It is an important and crucial decision maker in any buying decision. You must not only ask yourself how much will this cost me, but more importantly, how much value will I be getting in return? As many say, you get what you pay for. Sometimes a higher upfront cost is worth the long-term reward. Compare cost and value when determining the best POS system for your business.

Make sure your POS meets this key decision maker by checking off the Cost and Value Checklist.



Strong ROI

Value outweighs cost for your business

Customizable according to your exact business needs

Made to scale





Fast Customer Checkout

How quickly can I serve my customers?

How fast your business serves customers determines how many sales you can bring in. The equation is simple: faster service = more sales. Understand up front your POS system's speed of service and ability to take orders. Ensure it can handle high volume transactions during those busy rushes so that your business never misses a sales opportunity.

Make sure your POS meets this key decision maker by checking off the Fast Customer Checkout Checklist.



Fast order processing

Hybrid architecture for uninterrupted service

Customer facing display

Touchscreen



Reporting Capabilities

What kind of reporting and analytics will I get?

Gaining performance insight is essential to growing your business. Through reporting and analytic suites, you can determine best and worst selling items in real-time as well as individual buying behavior. With such valuable data, you can confidently strategize next steps for product offerings and management processes.

Make sure your POS meets this key decision maker by checking off the Reporting Capabilities Checklist.



Real-time reporting

Accessible anytime, anywhere

Detailed summary reports

Enterprise reporting



Uninterrupted Service

What happens to my POS and sales if the Internet goes down?

When running on a cloud-based POS solution, there is always that risk of business being interrupted due to an Internet slow-down or power outage. These crisis scenarios can impact POS performance and lead to sales loss. Make sure your POS's functionalities remain uninterrupted during Internet loss so that sales transactions can continue to be made and no data capture is missed in the process.

Make sure your POS meets this key decision maker by checking off the High Performance Checklist.



Ability to securely process sales transactions during Internet loss



POS data saved during Internet loss



Automated data re-sync when the Internet returns



Controlled parameters for offline credit card payments



Customization

Can I customize my POS and tailor it specifically to my business needs?

Every business has different needs and wants. For example, a restaurant owner might be more interested in split bills and tableside ordering capabilities, while a retail establishment might be more interested in a matrix inventory feature. Make sure you have the ability to customize your POS to your exact business needs and wants by adding features and integrations.

Make sure your POS meets this key decision maker by checking off the Customization Checklist.



Multiple 'Settings' options to customize specific behaviors

Integration with third party applications and quality hardware

Flexible architecture

Direct contact with vendor to help customize your POS



Data Security

Will my business and customer data be secure?

What could a POS security breach cost your business? Factoring in the cost of an investigation, legal fees, potential fines and lawsuits, damage to a reputation, and a likely decrease in customer loyalty, your business could be out millions of dollars. Avoid such scenarios by ensuring your business and customer data is secure with PCI compliance and P2P Encryption.

Make sure your POS meets this key decision maker by checking off the Data Security Checklist.



PCI/P2PE compliance



EMV standards



Network security



Malware protection



Ability to Scale

As my business grows, will my POS grow with me?

As your business grows, you want a POS that is made to scale and grows with you. It is important to think ahead and understand how your POS can provide tools to make managing a multi-location business easier. Efficient processes, such as the ability to push changes across numerous establishments from one management console, can save a business countless hours. Look into how your POS can scale with your business as it grows to avoid the need to replace anything in the future.

Make sure your POS meets this key decision maker by checking off the Ability to Scale Checklist.



Central management console

Enterprise reporting

Multi-location management

Global products, settings & employee management



Customer Support

What does the customer support package look like?

Success! You've decided on the perfect POS system for your business. Now what? What if you need help setting up your system or understanding how to use it? How are you going to get your questions answered moving forward? Customer support is a huge factor to take into consideration when selecting a POS because you don't want to feel alone throughout the entire process. Look into customer support options and make sure you can reach out to a representative at any time of the day to attend to all of your POS needs.

Make sure your POS meets this key decision maker by checking off the Customer Support Checklist.



24/7 phone support

Remote troubleshooting

Web ticket submission

Dedicated account manager



Comparing POS platforms



Legacy POS



iPad Cash Register



iPad POS

Ease of Use			
Cost and Value			
Fast Customer Checkout			
Reporting Capabilities			
Uninterrupted Service			
Customization			
Data Security			
Ability to Scale			
Customer Support			

About Revel Systems

Revel Systems is an award-winning iPad Point of Sale Solution for small and enterprise level businesses. The company was founded in 2010 in San Francisco, with the goal of changing the Point of Sale market. Founders Lisa Falzone and Chris Ciabarra developed a quick, intuitive and secure iOS-based Point of Sale system by combining cloud-based technology and the mobility of the iPad. Revel Systems software offers a feature-rich POS solution for restaurant, retail and grocery establishments with integrated payroll, inventory tracking, customer relationship management and more. With the introduction of the Revel Marketplace, Revel iPad POS users can now integrate directly into third-party enhancements, including mobile payments, online ordering, gift or reward cards and advanced financial software suites.

About Intuit Inc.

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include QuickBooks®, Quicken® and TurboTax®, which make it easier to manage small businesses and payroll processing, personal finance, and tax preparation and filing. Mint.com provides a fresh, easy and intelligent way for people to manage their money, while Demandforce® offers marketing and communication tools for small businesses. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.5 billion in its fiscal year 2014. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

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