



Considering Mobile Architecture? It Might Be the Future of In-Store POS



It's a big job to build the backend systems that power your touchscreen kiosk. The platform you count on must be reliable, secure and easy to manage. And mobile architecture may be that answer.

In recent years, smartphone and tablet shipments have far exceeded those of desktop and laptop computers. Mobile's dominance has shaped many trends – from responsive websites that work across multiple devices to new ways to pay. The demand for mobile apps has given birth to a huge number of app developers, and that means you can now find diverse talent at more affordable prices. A robust developer ecosystem has also flourished, providing a diverse and more affordable talent pool.

Yet transitioning to a new platform can be fraught with concern, and your IT team might see a host of roadblocks

ahead. You may worry that available devices won't offer the reliability and performance your business demands. Or that you won't find a "solution architect" or the automation tools to make deployment easy. Or maybe your team has found very little support for peripherals, including scanners and payment devices. After all, it's not an easy decision to make the switch to mobile, especially if for years you've called yourself a "Windows shop."

And that's where we come in. Elo has developed a radical new approach to Android that enables businesses to meet key requirements for their platforms, including regularly deployed vital security patches, bug fixes and feature upgrades. Our EloView® software enables you to easily control hardware in thousands of stores from one central location, including peripherals, streamlining complex business processes.

Switching to Android

Elo's research shows that mobile architecture offers advantages in speed, cost and reliability.

A Consumer-Friendly Front With an Enterprise-Ready Back

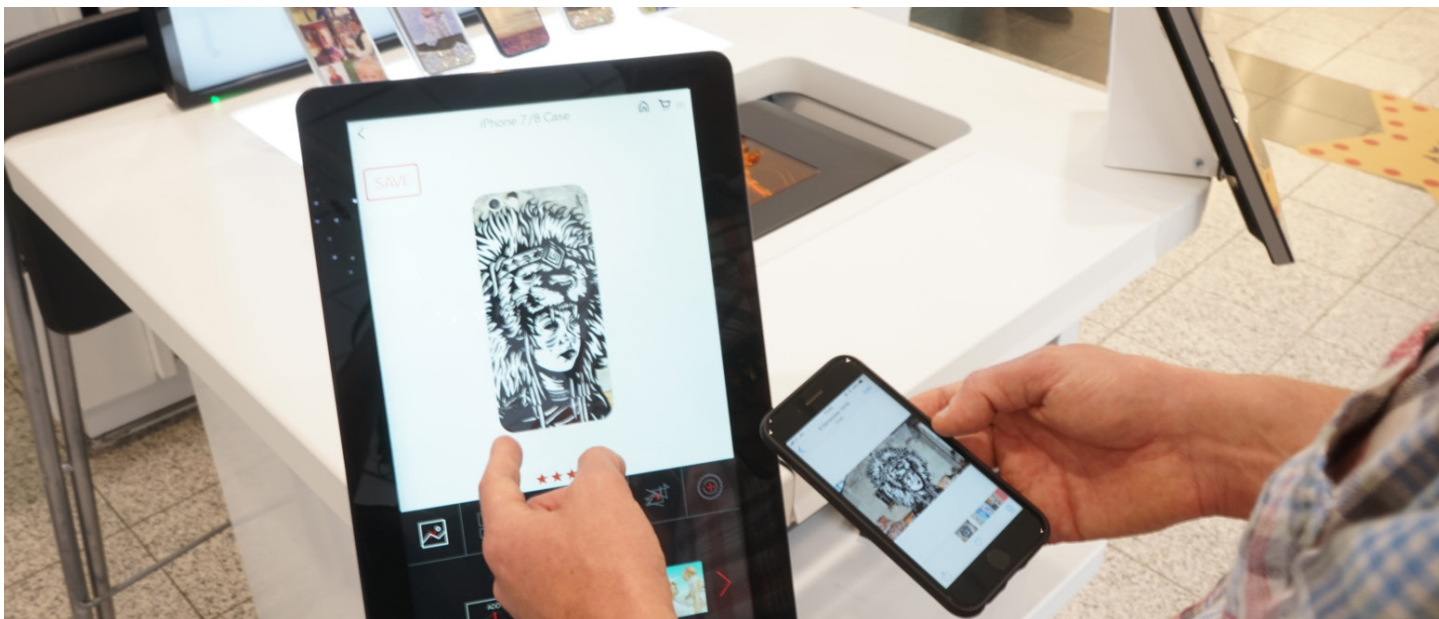
Android provides a common experience across all consumer touchpoints, so navigating an in-store interface is as comfortable as browsing the website at home. You can easily plug into an existing content and transaction infrastructure and integrate an entire family of existing back-end systems. From point-of-sale and self-service to brand experiences and augmented reality demos, Android devices can add flexibility and adaptability to your solution.

From responsive touchscreens to high performance computing, devices deployed in your stores have a variety of needs, from mounting and connectivity to enterprise-wide reliability. And such fixed-installation solutions based on mobile architecture are available.

One Architecture

The "one architecture" concept is not new but is gaining renewed importance in the mobile world. Each device (phone, tablets, point-of-sale systems and kiosks) has traditionally been looked at as a standalone entity. But it is possible to align them to the same OS and management platform architecture. When apps can run on any device regardless of form factor, and you can manage all your enterprise devices as a coherent digital fabric rather than a mish-mash of disparate systems, you can realize significant cost and complexity reduction.





No Compromising on Performance

The popularity of Android's ARM architecture for industrial applications has resulted in a glut of cheap and configurable ARM-based systems. Regrettably, however, most are unreliable and perform poorly. In fact, only a handful of devices in the world deliver a consumer-grade, high-performance architecture in an enterprise-ready device. Elo is one of a very few companies dedicated to solving this technology gap for enterprises. Built on high-performance Qualcomm® Snapdragon™ processors, Elo's devices deliver impressive computing and graphics performance – while simultaneously supporting the peripherals used by complex enterprises.

A Longer Life Cycle

While consumers may continually upgrade their mobile devices, businesses need more longevity from their hardware. Making deployments across multiple versions of hardware and operating systems can be challenging and expensive. This is why Elo follows a balanced approach to product roadmaps, delivering longevity (and security) for enterprise deployments.

Mobile architecture for fixed devices is a new framework the IT leader's use. With advantages in speed, cost and reliability, many IT teams will find that pushing themselves to the mobile edge will result in a more efficient solution that better aligns with the expectations of their customers.

To find out more about our extensive range of Elo touch solutions, go to elotouch.eu, or call the office nearest you.

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