

# TM-INTELLIGENT RANGE SALES GUIDE



## DRIVING THE NEXT GENERATION OF RETAIL SYSTEMS



**EPSON**<sup>®</sup>  
EXCEED YOUR VISION

# INTRODUCTION

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# Changing the way your customers do business

Changes in consumer shopping habits, in-store and online, have changed the way in which retailers interact and communicate with consumers.

To address this change, retailers are looking at ways to keep their customers in-store by offering a better experience and a higher level of service.

Implementing the latest technology can allow retailers to attract and retain customers, while building more flexible systems for the future.

With the TM-Intelligent Range, Epson has made this possible.

## This guide contains:

- Market segmentation: traditional vs next generation POS
- Product line-up and selling strategy
- In-store scenarios
- Q&A to help you quickly answer common customer questions

This guide will help you understand the TM-Intelligent Range better, see the potential value to your customers and prospects and find opportunities for them in your accounts and market place.



## Did you know...?



75% of retailers plan to adopt cloud computing POS within the next 5 years

(Coleman Parkes, 2013)



21 million customers per year go elsewhere to avoid queues

(YouGov report 2012)



20% of us admit to abandoning a queue after waiting 3 minutes or less

(Coleman Parkes, 2013)

36% of retailers lose up to 1 hour per week due to POS down time



52 hours per year = Five working days revenue opportunity is lost

(Coleman Parkes, 2013)

# WHO ARE WE TARGETING?

A small speciality store, a large mass merchant and a chain of hotels all have one common goal; to improve and simplify the transaction process.

From each of the segments we have listed out their requirements.

In terms of technology adoption, the retail and hospitality market can be broken down into the following segments.

## Traditional POS users

Today these customers have well defined needs such as transaction time and checkout space. They are not planning an integration to mobile devices.

## Traditional POS users who are looking for a differentiator

These customers have similar needs to traditional POS users but have stiffer competition from new online channels. They are not willing to replace their current platform but will add new features instead.

### Requirements

- Small POS space
- Quick and easy to deploy
- Reduce staff training
- Better transaction management at peak times
- Easy integration of new services
- Improve customer experience
- Customised advertising and promotions
- Energy efficient

### Requirements

- Integration and real time information across all stores
- Small POS space
- Easy integration of new services
- Reducing queuing and waiting times
- Stylish POS device
- Integrated solution
- Better transaction management at peak times
- Improve customer experience
- Shop floor assistance
- Guided selling
- Tablet POS

Specialty store

Grocery store

Department store





#### Requirements

- Speed of service
- Elimination of queues
- Quick response to menu changes
- Improve customer experience
- Customers can use their own mobile devices

#### Users who have already started migrating to mobile devices

These customers have already started the implementation of mobile applications to improve their customer experience. Depending on their situation, they will go for a replacement and/or co-existence of the POS infrastructure.

#### Pure web-POS users

These customers are in the last stage of technology migration and adopt pure web-applications (or will do it shortly). Because of the cloud adoption, they are not committed to any particular hardware and a platform that offers full access to cloud services is key.

#### Requirements

- Resilience of infrastructure
- Small POS space
- Reduce queuing and waiting times
- Assisted sales

# VALUE PROPOSITION

## MARKET REQUIREMENT

### End user

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- Improve the customer experience
- Reduce costs

### ISV

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- Differentiate their solution
- Reduce development time and costs
- Reliable and easy-to-integrate platform

### VAR / Reseller

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- Trusted partner
- Add value providing additional services
- Differentiate their solution

## Leveraging mobility

- Staff can move around the store with mobile devices to improve their customers' shopping experience
- Improve IT systems and efficiency as you can control existing TM counter top and mobile printers and POS peripherals
- Managers can remotely control tills via mobile devices or review transaction data in real-time
- Customers can use their own personal smart devices



## Designed for retail

- Minimise TCO
- Resilience (local operation and backup of data independent of the network)
- Maximise counter space with its integrated design
- Easy maintenance
- Easy integration

## Flexibility

- Order stock
- Gain customer insight by tracking and monitoring offers and performance
- Provide customers with tailored information to assist sales
- Use the software or service provider of your choice, with no constraints from the platform
- Easily add additional services
- Support legacy POS windows applications without compromise



## Bridge to the future

- TM-Intelligent devices are designed to coexist between different environments, working with both native and web-based applications

## EPSON DIFFERENTIATORS

### End user

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- Mobility
- Flexibility and scalability
- Designed for retail

### ISV

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- Easy to develop and integrate
- ISV community

### VAR / Reseller

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- Easy to integrate additional services
- Help customers meet the challenges of today's business environment

## Epson

Epson's number one POS printer manufacturer. A market leader with a reputation for creating reliable and quality POS printers.



\*Source: Interconnection Consulting 2013

# POSSIBLE APPLICATIONS

The value proposition of Epson TM-Intelligent is simple; to enable retailers to improve their customer's experience and differentiate their solution.

Traditional POS architecture is purely transaction focused and not designed to be flexible, causing increased costs and loss of competitiveness. But with a new service oriented architecture, provided by the TM-Intelligent Range, retailers can enjoy the benefits of cloud computing and harness mobile or BYOD technology to really engage with their customers.

Here are some challenges which retailers often encounter. Discover how the TM-Intelligent Range can make a difference.

## Stock management

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A customer is shopping for new clothes. They really liked one shirt in particular but could not find it in the right size. They would like to check in real time if it is in stock in another branch.



With TM-Intelligent, staff can stay with the customer and using a tablet PC connect to a web-based application which integrates all shops in the chain to provide stock and availability data online. The store does not need any additional hardware and is not confined to a specific platform.

## Assisted sales

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A customer is shopping for a TV. They ask for information on the product, requiring the sales person to go to a computer located in the next aisle to obtain the information.

Either the sales staff will be away from the customer, or he has to take the customer away from the product they intend to purchase.



The TM-Intelligent Range can communicate directly with mobile devices as all the necessary software needed is already there, thanks to ePOS technology. Sales staff stay with the customer and use a tablet with a well-designed graphic interface, allowing them to provide the customer with technical specifications and information on prices and available options. This simplifies the process for mPOS.

## Order taking

A customer is on holiday with their family and is sitting at the hotel pool. They want to order refreshments from the pool bar, but doesn't want to leave their children alone.



A web-based application provided by the hotel/bar is accessed by the guest anywhere in the hotel via their own smartphone - they don't even need to install it. Guests use their mobile devices to view the menu and order refreshments. The order is printed in the kitchen automatically and the transaction is fulfilled quickly. It speeds up the whole process.

## Location finding

A customer is in a large chain and is looking for a specific item. The shop is very large and carries many different types of products, the customer is finding it difficult to locate their specific item.



Sales staff use a tablet to simplify the process, they easily locate the item and print a map for the customer.

These points make Epson's TM-Intelligent value proposition strong:



A new platform which gives the retailer the power to make the most of everything that cloud computing has to offer

**EPSON**



Leveraging mobile technology and the innovation of others, irrespective of brand or operating system



Designed specifically for the retail environment



Supported by the European wide market leader for POS printers with a reputation for quality and reliability

# FEATURES AND TECHNOLOGY



## New technology creating new opportunities

### What if...

- You could eliminate queues and waiting times
- You could arrive at a restaurant, sit down at a table, and someone simply brought you your meal
- Your business could handle more customers, better manage business peaks and at the same time reduce staff overheads



### Suppose you...

- Could move staff out from behind the counters and redeploy them to manage the customer journey
- Could engage with customers and help them to buy what they need



### Imagine if...

- Your customers could use their own devices to browse and complete transactions
- You could take advantage of all the efficiency benefits of a web-based POS system with the reliability of a local in-branch system, independent of a continuous internet connection
- You could do this without a PC, and the power, support and maintenance requirements which come with it
- You could free-up counter space currently taken up with bulky POS equipment



The TM-Intelligent Range is designed to change, adapt and scale making it the perfect platform to turn this retail vision of the future into today's reality.

## Designed for retail

- Integrated design with a receipt printer, processor and storage all in one single case
- Eliminate downtime with a built-in local backup of data
- Low power consumption for lower TCO



## Leveraging mobility

- Retailers can offer a consumer screen that shows customer receipts and CRM data such as promotions and loyalty card information
- Easy to integrate mobile devices thanks to its software design – no PC or drivers are required



## Flexibility

- Control peripherals such as barcode scanners and customer displays (ePOS device)
- Control existing TM receipt printers over the network
- Deploy loyalty programs and electronic receipts with minimum development effort



## Bridge to the future

- TM-Intelligent devices are designed to work in co-existence with existing POS applications



In order to take advantage of this new environment we need to understand the changes in POS trends, moving from a rigid, traditional architecture to a flexible architecture focused on serving the customer.

## Traditional POS vs. Service orientated POS

Traditional	Service oriented
 <p>Functionality oriented</p>	 <p>Process oriented</p>
 <p>Designed to last</p>	 <p>Designed to adapt</p>
 <p>Hardware and software linked</p>	 <p>Hardware and software independent</p>
 <p>Device oriented</p>	 <p>Communication oriented</p>

# PRODUCT LINE-UP AND DEALER BENEFITS

## WHAT PRODUCTS TO SELL

### If a retailer is looking to use existing software

#### Sell the TM-DT Series

- It eliminates the need for a PC as the software can run on the printer
- It is future proofed, flexible has a small footprint and is energy efficient
- It allows for easy integration of new services

TARGET CUSTOMER:  
High-street retailer



### If a retailer is looking to use existing software and add additional services

#### Sell the TM-DT Series

- It eliminates the need for a PC
- Local applications can co-exist with cloud services

TARGET CUSTOMER:  
Specialty store and small to medium retailers



## Mobile printers



### Printers

Ideal for demanding retail environments

**TM-P20,  
TM-P80,  
TM-P60II and  
peeler**

### Features

- On-the-move receipt printing
- Ideal for queue busting at peak times
- Rugged and resistant to small knocks

## Intelligent printers



### Printers

A low-cost, future-proof investment

**TM-T88V-iHub  
TM-T70-iHub  
FP-90III**

### Features

- Print from any tablet or smartphone
- Can control peripherals such as cash drawers, barcode scanners and keyboards as well as other Epson TM printers
- Allows customers to use their own mobile devices

## Intelligent terminals



### Printers

A fully integrated platform

**TM-T88V-DT,  
TM-T70II-DT,  
TM-H6000IV-DT**

### Features

- Mobile POS terminal
- Can run from most retail applications from PC to web-based
- Can control any peripheral thanks to its ability to install drivers on the terminal

## Why sell Epson TM-Intelligent devices?

You work along side Epson. We are a European market leader with a reputation for creating reliable and quality POS printers.



You increase your margins by offering your own services or software that you want to sell.

You will become a trusted adviser, by presenting a more cost effective alternative to help your customers meet the challenges of today's retail environment.

To find out more, complete the online training module on the [www.training.epson.eu](http://www.training.epson.eu) platform.

## WHAT PRODUCTS TO SELL

### If a retailer is using a mobile POS solution

#### Sell the TM-DT or TM-iHub Series

- It eliminates the need for a PC and can control peripherals
- The TM-DT offers offline redundancy for full resilience, so even if the network is down, sales won't stop
- It allows the use of tablets and smartphones as mobile POS terminals, and enables customers to use their personal smart devices

TARGET CUSTOMER:  
Specialty store, Hospitality,  
Convenience store

### If a retailer is looking to take advantage of web based applications on a tight budget

#### Sell the TM-iHub Series

- Allows flexible interaction with customers using web-based applications
- Allows customers to use their own mobile devices
- It is a low-cost, future-proofed investment

TARGET CUSTOMER:  
Small specialty store,  
Hospitality

# SCENARIOS

Here are a few scenarios that will help you to understand how the TM-Intelligent Range can fit into different retail environments

## Grocery:

Grocery store,  
Convenience store  
and Petrol stations



## Best solution:

PC based POS solution with TM-H6000IV-DT,  
TM-T88V-DT or TM-T70II-DT





**Managers device  
(Store or POS Manager)**

**Store manager**

- Total revenue
- Number of transactions
- Top 10 sales

**Manager's authorisation**

- Line voids

**Consumer screen  
(Fixed)**

**Receipt data**

- Same as POS screen

**CRM/Promotional information  
(additional screen with dedicated  
consumer content)**

- Loyalty cards
- Promotions
- Special days
- Advertising

The grocery market demands a space-saving, high-performance POS solution at the checkout.

The TM-DT is an ideal choice due to its internal CPU and storage capabilities as well as its integrated all-in-one design. It can control POS peripherals such as cash drawers, barcode scanners and scales.

In addition to traditional platforms, ePOS technology provides additional benefits.

Retailers can connect a dedicated consumer screen (digital display) to show relevant data such as receipt content, promotions and advertisements.

Store managers can use mobile devices to have a real-time view of revenue and number of transactions. Mobile devices can also be used in an interactive way, such as approving voided items.

Store databases can be synchronised with the printer and store server.

# SCENARIOS

## Specialised chain of stores:

DIY, Fashion, Perfume and Department stores



**Best solution:**  
Comprehensive intelligent POS terminals with TM-H6000IV-DT, TM-T88V-DT or TM-T70II-DT



## Mobile sales device

### Store vendors

- Product video, specs
- Stock information
- Order preparation (QR)

## Consumer screen (Fixed)

### Receipt data

- Same as POS screen

### CRM/Promotional information (additional screen with dedicated consumer content)

- Loyalty cards
- Promotions
- Special days
- Advertising

Retailers can significantly improve their customers' experience by assisting them in their shopping, adding new POS in peak hours and selling anywhere in the store, not only at the traditional cashiers.

The TM-DT Series can integrate mobile devices and POS peripherals in one single integrated unit.

Mobile devices can work as fully functional POS terminals, with the same look as traditional applications. Transactions can take place anywhere in the store. Training is simplified and costs are reduced.

Store managers can use mobile devices to have a real-time view of revenue and number of transactions. Mobile devices can also be used in an interactive way, for example approving void items.

Dedicated consumer screens show relevant data such as receipt content, promotions and advertisements.

When combined with our mobile printers, such as the Epson TM-P80, transactions can be carried out anywhere in the store, reducing queues and enhancing the overall customer experience.

### Mobile printer

### Network printer



## Managers device (Store or POS Manager)

### Store manager

- Total revenue
- Number of transactions
- Top 10 sales

### Manager's authorisation

- Line voids

# SCENARIOS

## Hospitality:

Fast food,  
Restaurants,  
Bars and Hotels



## Best solution:

Tablet POS solution with TM-iHub Series



## Mobile tablet

### Vendors

- Take orders
- Take payment

### Mobile printer



## BYOD

### Consumer mobile

- Menu ordering using QR codes



### Consumer screen (Fixed but interactive)

- Order control
- CRM
- Promotions
- Advertising



Tablet-POS solutions can easily be delivered with the TM-iHub. Whether with app or web-based solutions, the hospitality industry will benefit from the use of mobile devices to improve their customers' experience.

Order entry devices communicate directly with any TM printer (receipt, mobile, kitchen and bar printers).

Managers have all the information at their fingertips, as all the data is synchronised locally in the TM-iHub.

Input peripherals (such as barcode scanners and customer displays) are controlled directly by the TM-iHub using ePOS technology.

Customers can use their own devices to access relevant data such as menus, special promotions or order their own food and drink without touching the merchant's network (Server Direct Print).

## Q: Where do I find a list of software available for TM-Intelligent?

**A:** Go to [www.epson.eu/isv](http://www.epson.eu/isv) for a complete list of available software for TM-Intelligent.

## Q: What is ePOS and how does it differentiate the product from competitors?

**A:** ePOS is a patent pending technology, unique to Epson that controls point-of-sale printers and peripherals in a multi-platform environment.

## Q: Is it complex to implement into my existing POS system?

**A:** A development kit and an SDK are available to easily develop or integrate current solutions. These tools can be downloaded at [www.epson.eu/isv](http://www.epson.eu/isv).

## Q: What happens if the internet connection is lost? Will I still be able to trade?

**A:** With TM-Intelligent, your data can be backed up locally to prevent any loss in case of network disconnection. In addition, the TM-DT Series has a powerful internal CPU and storage to offer full resilience.

## Q: Is TM-DT only a printer plus a PC?

**A:** A TM-DT can replace a current PC and printer POS system as well as offering more advantages. You can print from any network and it has the ability to connect to many devices to input and output data and can control any peripheral from the network. It also has a small footprint which saves costs when compared to a standard PC and printer.

## Q: Is this only for web applications?

**A:** TM-Intelligent works perfectly with web applications, but it is also the best choice for many different environments, like traditional Windows based applications or mobile apps.

**EPSON  
COVERPLUS**



\*\*Coleman Parkes, Epson Retail Research Programme, 2012. \*Futuresource consulting, 2013.

For further information please contact your local Epson office or visit [www.epson-europe.com](http://www.epson-europe.com)

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