# Virtualized POS

An NCR Briefing Paper

NCR SOFTWARE DEFINED STORE

# Increase POS performance by 30% while extending the life of existing POS terminals

Retailers require a more flexible POS infrastructure to adapt to the fast changing buying habits of today's customers. Moving the POS application and operating system from the terminal hardware to a virtualized edge server provides a powerful way to break costly hardware replacement cycles and extend the life of your current POS hardware, while giving you the freedom to transition to lower-cost thin clients.

# Traditional POS challenges

Point-of-sale solutions are a significant investment that sit at the heart of the in-store customer experience, and their performance and availability are key to store revenue flow. Not surprising then that retailers are searching for ways to improve customer satisfaction by delivering more flexible checkout options with better performance and reduced risk, while maintaining a tighter control on the cost of these solutions.

**Improving customer service** requires increasing POS transaction speed, ensuring POS availability and moving to more flexible solutions, such as portable POS tablets, self-checkout or a mobile app.

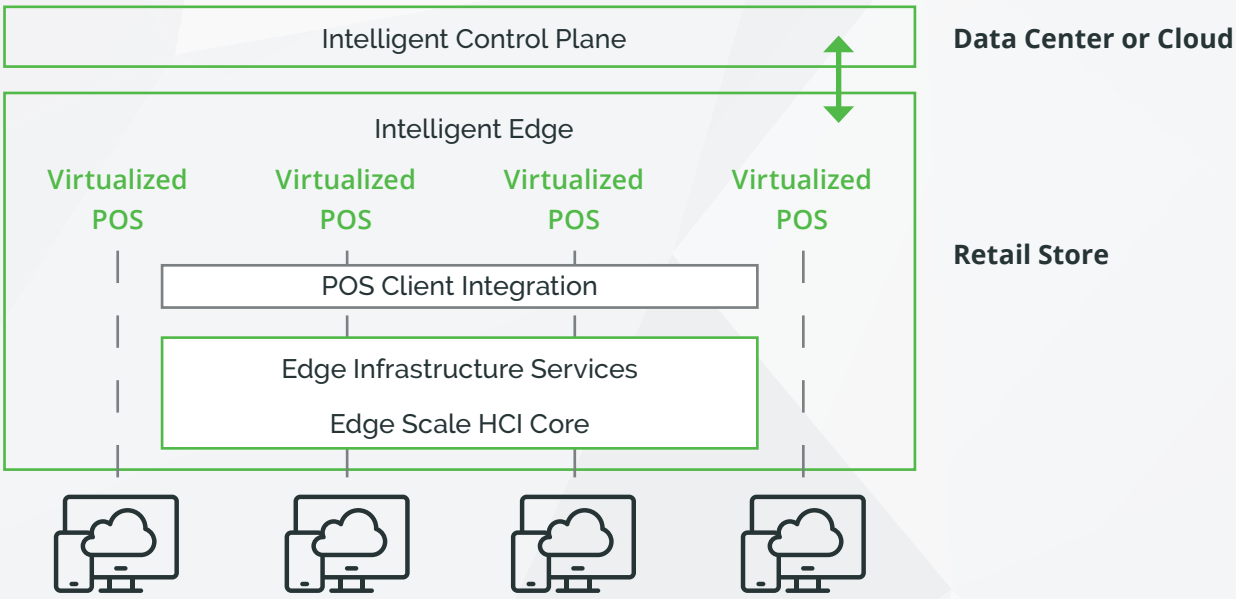
**Vendor-dictated end of support** deadlines can severely compromise your ability to adapt your POS infrastructure and, in many cases, force you to replace perfectly functional POS solutions just to enable continued support and compliance. POSReady 7 end-of-life support on Oct. 21, 2021 is a perfect example since many devices in use today are incompatible with Windows 10. Moving to a virtualized POS solution avoids these end of life challenges by decoupling hardware from software, extending the life of your existing hardware and enabling you to transform at your pace.

**Reducing risk** requires that POS virtualization be implemented in a secure and PCI-DSS compliant manner, and that reliable and high-availability solutions are available to avoid downtime.

**Controlling costs across multiple POS systems**, individually managed site-by-site due to legacy infrastructure, is high maintenance and expensive—even more so when your retail estate has a large geographic spread.

# Virtualized POS

NCR Software Defined Store virtualizes the combination of POS application software and operating system on a standard server. Virtualization removes the POS application from the edge device and a Linux operating system is run on the POS with sufficient software to re-connect all required peripherals to the new virtualized POS application. The software interacts with the user through the screen of the POS, presenting the application exactly as it appeared before virtualization. This maximizes the ROI from past POS investments, reduces the IT bill of materials and minimizes staff training costs.




The solution integrates with all required peripherals, such as printers, card readers and barcode scanners.

Security is paramount in POS implementations. NCR Software Defined Store delivers a PCI-DSS compliant solution for all virtualized POS devices.

# Key benefits

**With the POS application operating on a modern, local, secure and resilient infrastructure, management and maintenance becomes quicker, easier and more cost effective.**

### Increased return on investment

- Maximize your POS investment by running the latest software on your existing POS hardware, eliminating end-of-support challenges
- Reduce support and maintenance costs with centralized management of all POS terminals via a cloud management portal

### Enhanced customer service

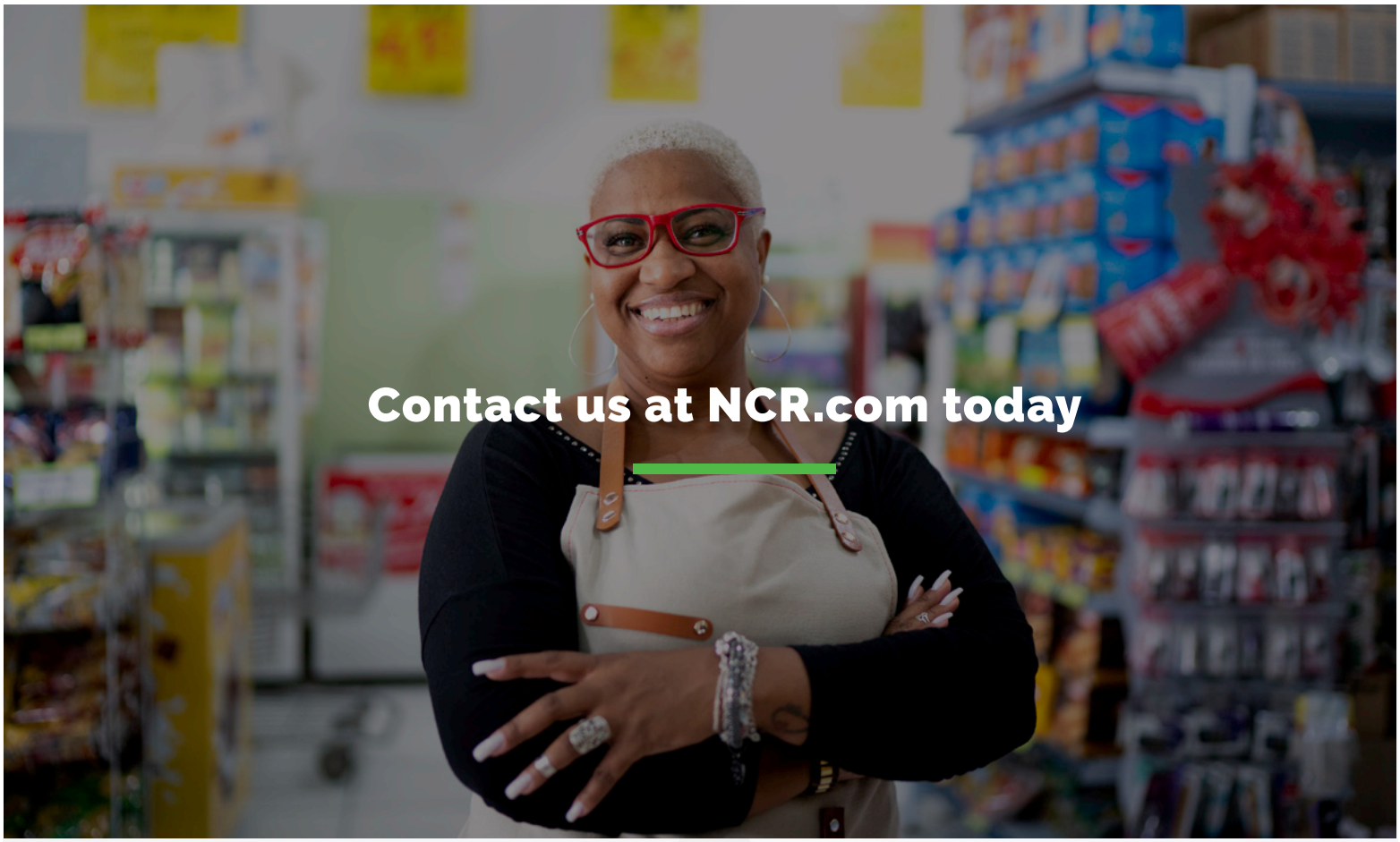
- Improve transactional performance of POS systems by up to 30%
- Flexible platform to transition to low-cost, thin-client POS hardware for frictionless checkout, such as portable POS tablets

### Increased reliability and reduced risk

- PCI-DSS compliant solution
- Remove dependency on the POS hard drive, the highest-failing terminal hardware component
- High availability options to further increase reliability

### NCR Software Defined Store

Software Defined Store is a key pillar of the NCR Commerce Platform, designed to enable you to manage your stores more easily and innovate quickly with less costs. NCR Software Defined Store enables the virtualization of retail back office and front office IT resources, and offers specific virtualization solutions for point of sale (POS), tablets, kiosks, self-checkout and a variety of other retail store applications.




## NCR SOFTWARE DEFINED STORE

NCR delivers market leading store infrastructure and applications at the Retail Edge, designed to help retailers worldwide evolve faster on a lower cost curve. This leadership was further enhanced by the acquisition of Zynstra in 2019, a specialist software company delivering Software Defined Edge infrastructure for retail with patented, unique IP and global scale enterprise deployments. Zynstra's IP is embedded in an Edge and Cloud microservices strategy for all retail applications and at the core of the NCR Commerce Platform.

## About NCR

NCR Corporation (NYSE: NCR) is a leading enterprise technology provider that runs stores, restaurants and self-directed banking. NCR is headquartered in Atlanta, Ga., with 38,000 employees globally. NCR is a trademark of NCR Corporation in the United States and other countries.