



Affiniti **Cloud** POS

NOT JUST A NEW POS.
A NEW **WAY** POS IS DONE.

Built on the Affiniti Cloud Platform

Introducing significant strategic advantages to the convenience retailer that are *difficult* or *impossible* to achieve on other platforms.





Cloud technology will revolutionize the convenience store industry – are you ready?

Let's face it, our customers shop differently than they did just a few years ago. Not only do they shop differently, but they order differently.

"So far, 69% of Americans have shopped online, and 25% of Americans shop online at least once per month. The majority (59%) of these shoppers bought clothing items, and 47% bought their first item on Amazon."

Consumers expect the convenience that online ordering provides, and where better to find convenience than at their local brick and mortar convenience store location?

Today's convenience stores are deploying mobile applications, frictionless checkout capabilities, food ordering kiosks, digital menu boards, and self-checkout stations – all in an effort to deliver the shopper engagement their customers expect. And that is a huge accomplishment in an industry that has historically been slow to adapt to new technology platforms.

But there is one foundational mission-critical system that has yet to evolve and will prevent the ability for a holistic technology ecosystem,

enabling all of these new applications and capabilities to enhance the customer experience and grow your business.

The traditional POS system must evolve beyond a cash register to a key component in the customer shopping experience. The ability to accept orders from multiple sources (mobile app, online, kiosk, dispenser), and communicate with a product catalog for real-time item information (pricing, nutrition facts, recalls) are just some of the capabilities expected in today's landscape.

"Retailers are focused on unifying commerce to drive profitability, customer service and competitive advantage," said enVista CEO Jim Barnes. "However, it is easier said than done. Successful unified commerce implementations require a platform that has a common data model that delivers a single enterprise version of customer data, key item attributes, inventory, order and fulfillment allocation, pricing and payment."

The Affiniti Cloud Platform is that cohesive ecosystem, able to adapt to today's consumer engagement strategies, and including a POS with a shared product catalog and underlying micro-services, ready to scale and extend to meet your customers' needs today...and tomorrow.

Investing in new technologies puts convenience retailers in the driver's seat.

In this rapidly changing technology environment, convenience retailers recognize that engaging with their customers is the key strategy to growing their business. And the ability to better serve those customers is a key driver in choosing technology platforms that will best position all of their services for efficiency and growth.

Lower upfront costs, faster deployment and integrate new features, data security offered by Cloud systems, and the ease of software maintenance and updates are just a few of the reasons convenience retailers are looking to invest in Cloud technologies.

The Affiniti Cloud Platform was **built for retailers** focused on speed of service, convenience, customer engagement and personalization.

Which of the following "enhanced convenience" services do you currently or plan to offer?

	CURRENTLY OFFER	PLAN TO ADD IN 2020
Mobile payment at traditional in-store checkout	51.9%	22.7%
Mobile payment at pump	47.7%	27.3%
Delivery	29.5%	22.7%
Frictionless checkout via mobile app	22.0%	34.1%
Click-and-collect	24.6%	18.2%
Drive-thru	13.6%	16.4%
At-pump ordering for in-store items	4.5%	31.8%
Frictionless checkout via in-store kiosk	2.3%	40.9%

Source: Convenience Store News 2020 Forecast Study

"It's great to hear that companies in the convenience/petro industry are really continuing on that path of increased investment in technology," said Collupy. "It certainly follows with what's going on both in general retail and retail systems, and with many of those companies I speak with and work with, there is a demand for new and updated systems. As the study shows, there's investments occurring both in-store and at headquarters."

-Source: Ed Collupy, executive consultant with W. Capra Consulting Group, Convenience Store News, C-Store Operators Move Technology Investments to the Must-Have Column

Which of the following do you consider the biggest cross-channel competitive threats?

Dollar stores	56.1%
Home delivery services	50.4%
Order online/pickup in-store services	35.2%
Amazon Go stores	26.2%
Grocery stores	25.8%
Drugstores	16.5%
Mass merchandise stores (i.e., Walmart, Target)	15.2%
Quick-service restaurants	9.5%
Fast-casual restaurants	4.8%

Source: Convenience Store News 2020 Forecast Study

Traditional POS vs. Affiniti Cloud

In the traditional POS architecture, the POS is essentially a desktop application. It considers itself the center of the world, and if it doesn't do something, it probably won't ever do it. It's a sealed box under the control of the supplier. This is why some retailers have gotten into the POS development business so that they can have control of the black box. There are no logical extension points to the POS processing; there are only "interfaces" that (almost always) facilitate the POS controlling a device or emitting information to the outside. What it captures is what it captures. That traditional architecture worked well for many years; but with today's digital, consumer-focused world, there is room for so much more.

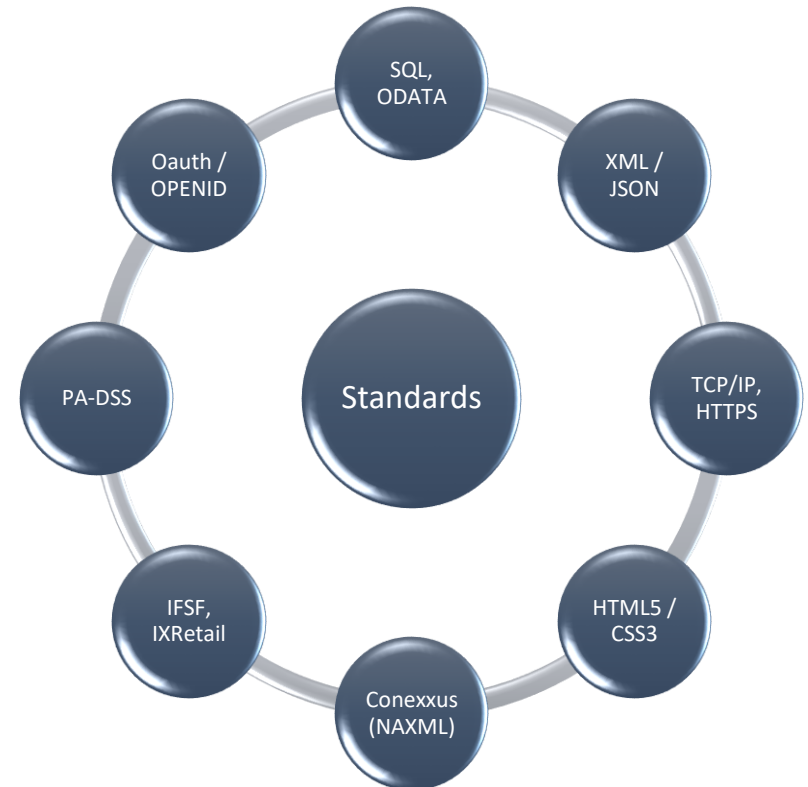
The Affiniti cloud architecture is a platform for all front of the house applications – POS, Mobile App, Mobile Ordering, Self Checkout, Kiosk, and much more. With shared components like a cloud product catalog and central management of systems, along with an underlying microservices architecture and HTML 5 web apps easily accessible from a Browser, the Affiniti Cloud POS is extensible via shared APIs, faster and easier to maintain, and instead of being a black box and that is difficult to update, becomes a collection of APIs that allows interaction with processes and data in real time.

Because the Affiniti Cloud architecture allows for applications to be created and updated remotely, retailers' costs to maintain deployed systems is drastically reduced, freeing up valuable resources to focus on running the business and engaging with customers to grow the business.

Affiniti POS. Based on standards, built on standards. From the ground up.

There are all these standards now relevant to POS, most of which didn't exist 15-20 years ago. So now we can build a POS that's based on the standards instead of building bridges to the standards. **Part of a unified, mobile-first suite.**

Affiniti Cloud POS IS a thin client, virtualized workstation with much lower cost of ownership, based on standards.



Traditional architecture turned inside out.

Key drivers for change

Cloud ability to reduce total cost of ownership

- Leverage existing hardware investments, better utilize hardware power and redundancy
- Immediate deployment
- Take advantage of modern, better networking technology, especially to POS devices (IP printers, scanners, etc.)
- Low cost of maintenance / ownership
- Enterprise manipulation of configuration and items – eliminate all the challenges of distributing POS configuration and product catalog to EACH POS.
- Minimize training in high-turnover environment

Security

- PA-DSS from the ground up, POS out of scope

Convergence of Points of Service locations and form factors

- Traditional (Affiniti POS)
- Self-Checkout (Affiniti Go)
- Place-based interactive (Affiniti Kiosk)
- Mobile (Affiniti Mobile Ordering)

Readily available, reliable bandwidth (4G => 5G)

- High bandwidth is almost everywhere, with failover technologies from WAN to 4G, reliability can be made extremely high.
- Dramatically reduce the amount of “stuff” in the store. (software, components, hardware, cables)
- Better WAN reliability using 4G backup.

Because of multiple APIs, a retailer does not need to write the code for the core POS, yet they can extend it in ways that they need, on their timetable, through the APIs.

You can think of this as being similar to a standard: leveraging core functionality and extending it to bring real incremental business value.

Virtually everything about the transaction and consumer interaction process flows through APIs, allowing extension points and retailer control of the sales process, extending it in ways that give the retailer a strategic advantage.

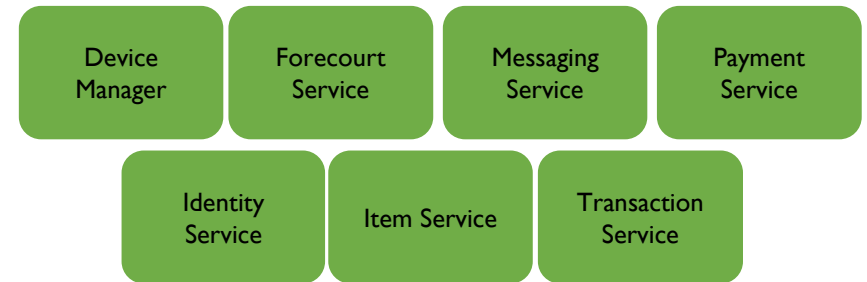


Traditional POS vs. Affiniti Cloud

Area	Traditional POS	Cloud POS
Hardware	POS hardened terminal	Tablet or other small form-factor device with a Browser, leverage existing hardware if capable
Hardware Investment	Often proprietary and expensive	Diskless, fanless, low cost, low energy consumption terminals
Support	Support provided on site, typically by a service technician	Self-healing, remote 24/7 access
Software Deployment	Extensive configuration process, months of effort by IT teams	Self-configuring, turn on new system, connect to Cloud and download. One database for configuration data and transactional data.
Software Updates	Deployment to each individual terminal, often times requiring onsite visit.	Remotely, from central location. All changes deployed to all terminals.
Software Configuration and Updates	Adding / changing promotions, pricing, and other types of item data is cumbersome and requires downloading data to each terminal.	Ability to control items, pricing, promotions and configuration in real time without downloading to the POS
Integrations	Integrations with 3 rd party systems time consuming and complex	Data and services accessed in an open way with web APIs over https

Platforms, microservices and API's.

All of these different points of service AND digital marketing share the same backbone. This gets to be important when communicating information in real time. Order ahead, recall on POS, show pending orders on POS, updating status of transactions as they move through the process of payment, preparation, fulfillment, delivery, etc.

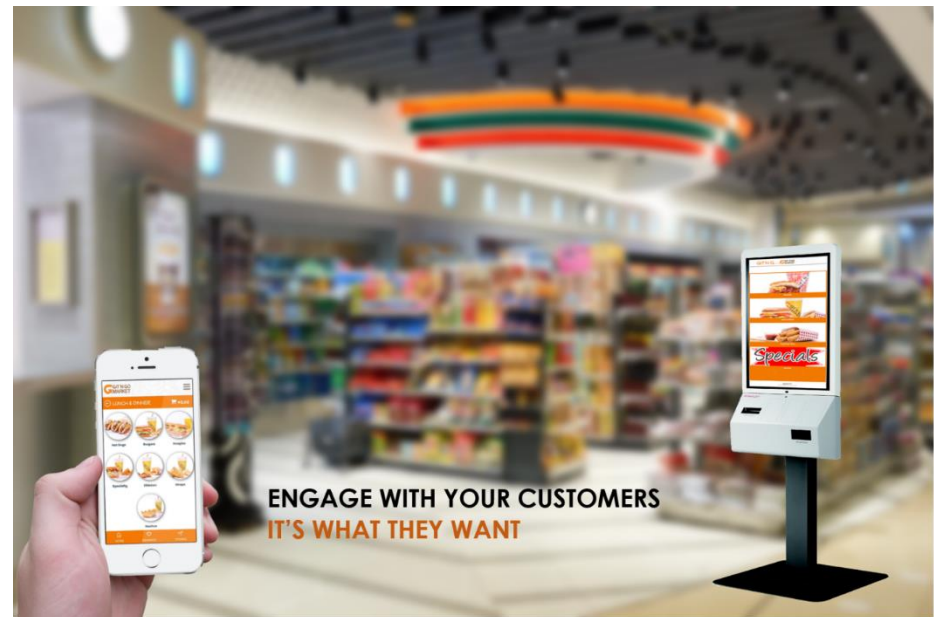


Extensible beyond belief

These extensions are the tip of the iceberg in terms of how open and extensible the architecture is.

You may be wondering, how open can my POS really be, given security concerns of today. The POS is out of scope from a PCI standpoint, all traffic flows over HTTPS/SSL/WSS, and authentication for access is controlled by Oauth, and can of course be limited by VPN and typical network controls like firewalls.

- ✓ Send notifications to POS cashiers at certain stores and on certain POS types (fuel desk only). Prompt a cashier to confirm a task was completed.
- ✓ Extend the item lookup process to block recalled items or implement new product restrictions for CBD based on rules.
- ✓ Integrate new devices such as a customer display screen by tapping into the transaction feed
- ✓ Record transactions from a mobile device for integration with front-counter transactions
- ✓ Push sales from external systems into the POS transaction (such as lottery, fishing licenses, money orders, etc.)
- ✓ Push real-time transaction information to business intelligence / operations alerting systems



Common Product Catalog

All Affiniti Cloud solutions share a common source of item information.

The POS, self-scan, kiosk, consumer ordering, kitchen prep system, menu boards and others all share a common source of item and promotion information.

Making the change in one place effectively changes all consumers of item information.



Common Logging

All Affiniti Cloud solutions share a common source of logging.

A cloud logging service consolidates log information for all web services, mobile and web applications into a single repository.

The benefit: security monitoring and troubleshooting

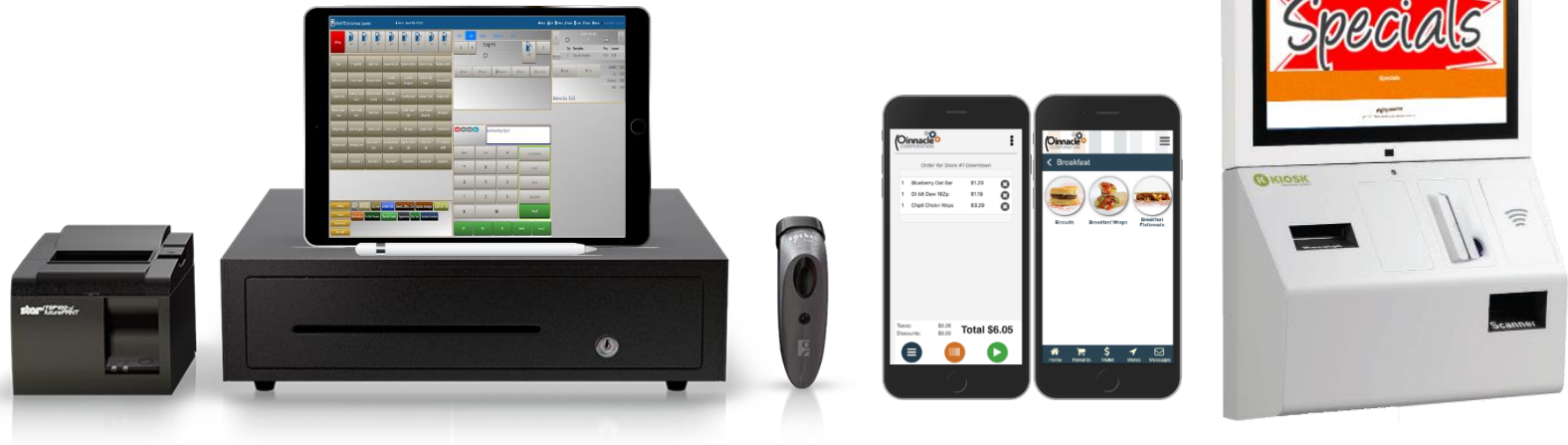
Why is Affiniti Cloud POS the right choice for your next generation point of sale?

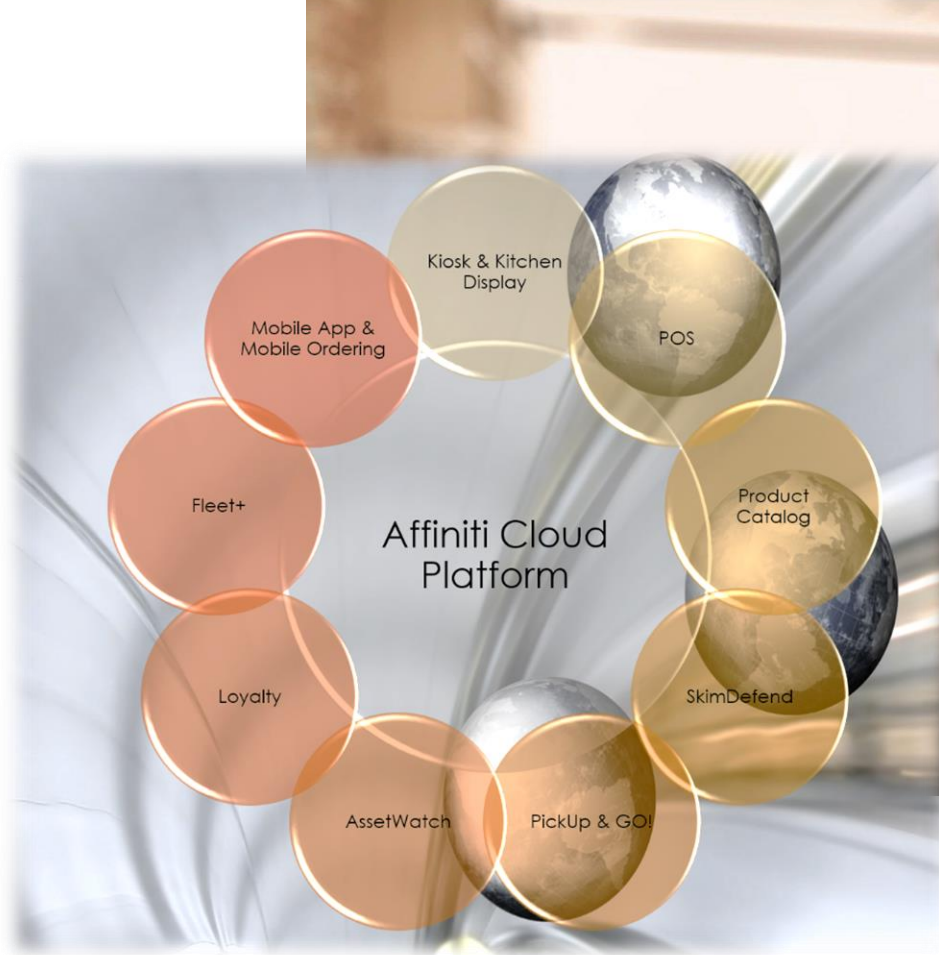
It's faster for your cashiers. Unlike “cloud” solutions that simply virtualize the same heap of hardware and software that used to run in your store, Affiniti Cloud POS was designed to be a true cloud application from the ground up.

Your run cost is lower. Got a Chrome browser? You're all set. Because it's browser-based, Affiniti Cloud POS runs on low-cost hardware like tablets or smaller terminals.

Affiniti Cloud POS extends your capability to integrate with other merchant solutions through web-standard APIs. Your investment can be readily adapted to meet rapidly changing consumer expectations at points of purchase such as mobile, self-checkout, kiosk and traditional front counter.

Affiniti Cloud POS joins our other **Affiniti Cloud Platform Solutions** for Mobile Ordering and Payment, Mobile Loyalty, Offers and Coupons, and browser-based Kiosk Ordering and Kitchen Video Displays. Applications that are fully integrated, with a **shared product catalog** and underlying **micro-services architecture**, ready to scale and extend to help you meet your consumers' needs **today...and tomorrow.**





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If you'd like more information about how Pinnacle's Affiniti Cloud POS can revolutionize your technology investment to help you engage with your customers and drive more revenue, contact us.

We'd love the opportunity to show you how Affiniti Cloud POS works in concert with our other Affiniti Cloud Platform Solutions. All organized into distributed apps and shared microservices that run in parallel across a shared pool of servers, network, and storage.



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