The Future-Proof Technology You Need

To Create Connected Workstations For Your Industry

Your clients are facing some of the most serious challenges they've ever encountered. Overhead and labor costs are rising, online competition has increased, customer loyalty is fleeting, and labor is hard to find. Merchants committed to business growth need new solutions to overcome these hurdles – and they need value-added resellers (VARs) and other point-of-sale (POS) solution providers to provide guidance and technical expertise to implement them successfully.

Connected workstations that feature terminals or tablets and stands, printers, scales, and online ordering integration increase productivity and efficiency to help merchants future-proof their IT investments. Additionally, the sleek, stylish designs of Star Micronics's POS solutions complement any business's space and provide the tools that allow employees to enhance relationships with customers.

Providing and adding value to these solutions can also strengthen relationships with your clients and boost your bottom line as you help them use technology to navigate these challenges and achieve success.

The Value of a Connected Workstation

What is a connected workstation?

A connected workstation is a grounding place where POS systems connect with multiple hardware devices to create cohesive workflows. Employees or customers can enter and manage orders, purchases, payments, inventory, and more.

Future-proofing workstations can help **combat the most significant struggles** faced by the hospitality industries:

1. *Labor shortages*
2. *Online ordering management*
3. *Delivery automation*
4. *New payment methods*

TIP: To optimize a connected workstation, incorporate it into the business's workflow with the best ergonomic footprint.
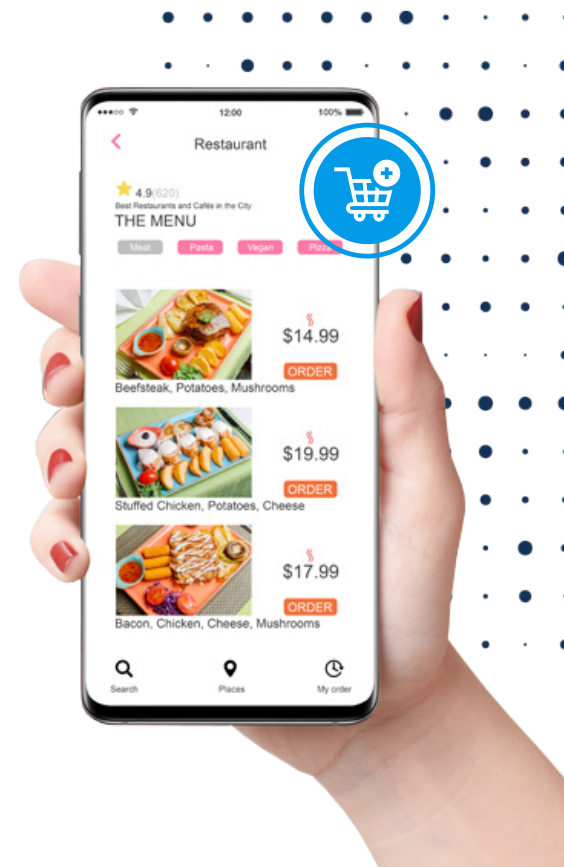
Labor Shortages

Fewer people available for a shift means your clients need solutions that help each employee accomplish more. Automating processes and deploying self-service kiosks can streamline order entry and payments. When technology handles more of the work, employees can focus on higher-level tasks that enhance customer experiences, build loyalty, and increase revenues.

Connected workstations can also serve as powerful management stations, streamlining administrative tasks and oversight.

Online Ordering and Delivery

Online ordering and delivery have become necessary to compete in the hospitality industry. By implementing these solutions, your clients can improve cash flow; however, it requires a range of new software and hardware solutions for effective management.

A backend-connected workstation, including printing solutions for labels and receipts for third-party delivery services, can help a restaurant organize these operations, ensuring every customer receives accurate, on-time orders. Additionally, a solution like CloudPRNT gives employees managing online orders and delivery the freedom to print from any location in the restaurant by communicating directly with web-based POS applications.

Payment Management

The COVID-19 pandemic accelerated consumer behaviors, including how they prefer to pay. For example, contactless payments, including mobile wallets and contactless cards, increased by 40% in the first quarter of the pandemic. Furthermore, analysts predict a 16% CAGR for contactless payments from 2018 through 2025.

Consumers expect merchants to accept contactless payments, as well as EMV cards, debit cards, and cash. You can work with your payment partners to integrate payments with your clients' POS systems, online ordering solutions, kiosks, and any other touchpoints where they conduct transactions.

An easy way to configure self-service stations is to use peripheral hubs. Available on some printers, peripheral hubs can charge iPads, scanners, customer displays, payment terminals, and more to create checkout experiences that meet consumer expectations.

Universal Products to Recommend for Your Clients' Connected WorkStations

You can leverage these products in virtually any connected workstation to provide your clients' businesses with future-proof solutions.

Tablet Displays

Tablet displays allow merchants to create a cost-effective and versatile POS system that saves counter space and can strategically benefit workflow plans. They can be used in the front- or back-of-house to enhance efficiency and customer engagement.

mUnite Tablet Display Mounts

Stylish tablet mounts free up and declutter workspaces while keeping assets secured in one area.

mUnite POS Desktop Tablet Display Stands

Tablet stands include cable management features, keeping counters neat while housing and protecting tablets and a variety of Star printers.

Thermal Receipt and Label Printers

When integrated with a merchant's POS system, thermal printers are essential to print receipt and labels for online order management. Additionally, printers using linerless labels help eliminate waste and allow employees to apply labels to packaging with one hand for smoother workflows.

TSP143IV

Compact while providing the best connectivity options, this solution features support for the Android Open Accessory protocol and a USB/LAN Dual Interface or WLAN capability with a dual-band wireless connection.

TSP654IISK

This solution works with repositionable linerless labels that stick to any surface, replacing silicone-lined labels or tape. With token sensor abilities, it's perfect for back-of-house delivery or order management operations.

mC-Print3

This durable, splash-proof, 3-inch thermal printer is designed for small spaces and offers multiple connectivity options such as USB, Lightning, Bluetooth, WLAN, LAN, and CloudPRNT/WebPRNT with SteadyLAN™ technology.

Trade Legal Scales

Certified scales integrate with the POS system and printers to weigh and calculate prices for deli, bulk foods, produce, or other items sold by weight. Leading scales feature a small footprint and eliminate manual data entry.

mG-T Series POS Scales

This scale is perfect for creating cohesive operations by linking to the POS system via Bluetooth or serial connectivity and integrating easily with Star SDK. This NTEP and Measurement Canada-certified scale has Class III accuracy, making it trade-legal and ideal for any sector of the retail industry selling items by weight.

mG-S322 Precision POS Scale

This scale is highly accurate and suitable for legal trade. Designed for today's businesses, the mG-S322 has multiple interfaces, including Bluetooth, USB, and serial. This solution is NTEP-certified with the ability to measure substances from 0.01g to 320g, perfect for optimizing your operations for the most precise measurements.

Making The Connection

POS VARs have the opportunity to create connected workstations for clients in several markets and niches. Look for opportunities to provide these solutions to your clients in these segments:

Restaurant

Connected workstations can enhance customer experiences with self-service ordering and payment options. Provide tablet stands with receipt printers and integrate with a kitchen display system (KDS) to create efficient self-checkout solutions. The operational efficiency your clients gain by using a connected workstation for self-checkout can help ease the burdens of the labor shortage while providing customers with the experiences they prefer.

Alternately, add a scale to the connected workstation to create a counter POS system that enables restaurants to sell prepared foods or deli by weight for takeout. Additionally, connected workstations in the back of the house, comprised of a tablet, tablet mount, and label printer, can streamline online order management. Add a display system for order management directly at the station without needing to go to the back office.

Retail

Customer experiences are retail differentiators. Sleek, efficient POS systems with integrated payments can enhance customer interactions and checkout processes, ending customer journeys with a positive impression. Connected workstations can also provide customers with self-service options, enable price checks, or order without staff assistance.

They can also facilitate online order fulfillment. Employees can use connected workstations to track orders, print labels, pack and weigh packages, and apply shipping labels for delivery. These stations can also provide inventory management and time clock functionality.

Event

Connected workstations offer stadiums, amusement parks, and other event venues convenient, cost-effective options for self-service ordering and payments. Guests can place food orders for pickup to avoid lines and enjoy more of the event.

Additionally, these space-saving solutions are ideal for small booth spaces, enabling employees to track sales, scan tickets or coupons, print wristbands for events, and more.

Take a Consultative Approach to Connected Workstation Sales

Small and medium-sized businesses (SMBs) are searching for solutions to today's challenges. They're looking for solution providers who can explain options for POS upgrades that are flexible, functional, and cost-effective. Connected workstations with a tablet, tablet mount or stand, printer, and peripherals, can provide restaurants, retailers, event venues, and other companies with a practical, future-proof solution that can adapt as the business's needs change. Investing in the latest technology and modular solutions will help businesses get the most from their IT investments.

Educating your clients and prospects about these solutions and making them aware of connected workstation options will help you build stronger relationships by demonstrating that you prioritize their business success.

Connected workstations are a solid addition to your portfolio. Meet market demands for affordable solutions that enable efficient operations and much-needed self-service options.

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.