

HP Retail Point of Sale Peripherals HP Sales Battlecard



Solution overview

HP offers a full line of Point of Sale Peripherals to compliment its rp5700, rp3000, and ap5000 Point of Sale platforms. High quality and designed for retail, these products enable retailers to mix-and-match their POS solution to suit their specific needs.

HP POS Peripherals improve retail experiences:

- **Transaction speed and efficiently** – Allow store associates to quickly and efficiently process sales—allowing them to help more customers and focus on customer service. Fast receipt print speeds, barcode scanning and credit card reads, as well as touch-enabled monitors all contribute to Point of Sale efficiency.
- **Data accuracy** – Retailers want to use transaction and customer data to make merchandising, marketing and inventory decisions in real time. To accomplish this, data quality is critical. HP's Barcode Scanner and MSR help improve data accuracy.
- **Promotional marketing** – Retailers are looking for opportunities to provide rich marketing and promotional messaging throughout the store, including at Point of Sale. HP enables both print and digital customer messaging with its HP POS Receipt Printers, Pole Display and LCD Monitors.
- **Asset Protection** – It is of the utmost importance for Retailers to protect their cash assets at the Point of Sale. HP offers a secure and robust cash drawer solution to help protect valuable assets.

HP value proposition

HP POS Peripherals are flexible, integrated Point of Sale solution components that enable efficient and reliable transactions. By choosing HP, Retailers will be able to lower costs, streamline operations, maximize employee productivity and improve customer service.

Why we win

- Performance – HP offers high performing peripherals—the benchmarks speak for themselves
- Ease of use – HP offers peripherals with intuitive and ergonomic product designs with status indicators for associate signaling. The result—products Retail store associates will find easy to use.
- Choice – Customers can choose from a selection of peripherals to customize their POS system based on specific needs
- Standards-based – Industry standard OPOS & JPOS device drivers and industry standard communication interfaces
- Pre-tested – HP tests its POS Peripheral products with the various HP POS platforms and works with leading ISV applications to ensure compatibility.
- Designed for Retail environments – HP understands that Retail environments require durable and space conscious solutions. To that end, HP offers peripherals with small footprints, long life expectancies and reduced cabling and power outlet requirements (on select peripherals with Powered USB interfaces).

- Reliability – HP Peripherals feature “Retail Hardened” designs. This means that HP has invested in product features that can stand up to the abuse of retail environments.

Key differentiators

- Better Together: HP POS Platform & Peripherals – There are many options out there when it comes to POS Peripherals. HP offers top quality, reliability and performance with its POS Peripheral products. Industry standard drivers, integration tray solutions, HP standard coloring and pre-testing with HP POS Platform systems and leading ISV POS applications equate to ultimate in Retailer satisfaction.
- Lower Total Cost of Ownership – Quality construction, high performance, value-added accessories—all at competitive prices—results in lower total cost of ownership (TCO) for your customer.
- 3-Year Warranty with Advanced Exchange – Included with each HP POS Peripheral – whether it is purchased with the platform or independently. Other providers charge extra for this support.

What you sell

HP Retail Point of Sale Peripherals



HP Thermal Receipt Printers (FK224AA PU BM476AA Dual Serial/USB) – One or two color printing of receipts with graphics capability, Ultra fast 240 mm/sec. 74 LPS maximum print speed, drop-in paper loading, small footprint, robust spill-resistant construction. Includes ceramic auto-cutter for long life. Not for use in countries requiring Fiscal compliance.



HP POS Hybrid Printer (FK185AA) – One or two color receipt printing with slip printing, MICR, check reading/validation all in one easy-to-use and reliable device. Not for use in countries requiring Fiscal compliance.



HP Cash Drawer (FK182AA) – Robust heavy-duty steel construction provides maximum reliability. Printer-driven operation, compact footprint with full-size till.



HP L5009tm 15" Touchscreen Monitors (VK202AA APR or B146AA SAW) – Designed for maximum performance and ease of use. Acoustic Pulse Recognition (APR or Surface Area Wave (SAW) versions available.



HP Laser Barcode Scanner (EY022AA) – Excellent scan performance in a robust reliable and easy to use design. Reads from contact to 17 inches. Ergonomic and lightweight design. Hands free stand included.



HP Pole Display (FK225AA) – Clear, easy to read 2-line Vacuum Fluorescent Display (VFD) includes accessories for multiple mounting configurations. Display head tilts and swivels for optimal viewing.



HP POS Keyboard with MSR (FK218AA) – Three high performance devices in one compact 14-inch design. 3-track MSR with bidirectional swipe, easy to reach touchpad and QWERTY keyboard with 28 programmable keys.

Company targets/sweet spots

HP POS Peripherals are designed for Point of Sale environments large and small, so they are suitable for Enterprise and SMB accounts:

- Retail
 - Specialty Hard & Soft Goods
 - Mass Merchandise
 - Grocery & Drug
 - Convenience
- Hospitality
 - Hotels & Gift Shops
 - Entertainment Establishments
 - Restaurants

Customer pain points

Pain: My current POS system is outdated and no longer reliable

Solution: HP POS Platforms and Peripherals are an excellent solution for retailers looking to update their POS technology in order to increase efficiency and data accuracy. Retail hardened designs and long life expectancies ensure that HP POS solutions will provide maximum performance throughout their service life.

Pain: I want to replace my peripherals, but they must work with existing POS application?

Solution: HP offers a variety of POS Peripheral options – all with industry standard device drivers and interfaces. May I suggest that you set-up HP's POS peripherals in your labs for testing with your current POS system and application?

Pain: I am interested in hardware that reduces power consumption and cabling requirements

Solution: HP's POS Peripheral devices are powered by the host PC system. By leveraging interfaces such as Powered USB, Retailers reduce their overall power consumption, have reduced cabling required per device and do not need to have a dedicated power outlet for the peripheral devices.

Overcoming objections

Objection: I prefer to stay with my existing supplier for my POS peripheral requirements

Response: HP's POS peripheral performance and quality are very competitive with industry leading products. If you tell me which products you are considering, could I follow-up with some additional information on how our HP peripherals compare before you make your decision?

Objection: I considered HP Peripherals, but found better pricing for similar products elsewhere

Response: HP delivers high quality, high performing POS Peripheral

devices at competitive prices. When you factor in the 3-Year Advanced Exchange Warranty, accessories HP includes with each device, and the long life expectancies, you will see that HP delivers unparalleled value to reduce your Total Cost of Ownership (TCO).

Objection: I see HP includes a 3-year warranty, but our organization requires warranty coverage for 5-years.

Response: In addition to HP's 3-year warranty coverage included with each Point of Sale Peripheral, HP also offers a variety of Care Pack solutions to extend this warranty coverage. Options are available for 4 or 5 year warranty support, including Advanced Exchange coverage, Accidental Damage Protection and/or options for different support service levels (options may vary by location).

Objection: My company needs a peripheral solution in more than one country. Where are HP peripherals available for sale?

Response: HP has expanded the availability of its peripheral devices and most products are now available in many countries worldwide, but not all. Could you help me understand which peripherals you are interested in and in which countries? I will take that information and follow-up with information you on exactly what is available and where.

Qualification questions

- What are your POS system and peripheral requirements?
- Will you be keeping any of your existing peripheral devices?
- What functionality are you interested in that your current system is not delivering? Are there any specific features you are looking for in your POS peripheral devices?
- What POS application do you use today? Version? What OS does it run on?
- How important is reducing costs to you? What other decision factors are important?
- What period of time do you want warranty coverage on your POS system and peripherals?

Support tools and resources

HP Support tools

HP Retail POS – www.hp.com/go/pos

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