



ULTIMATE GUIDE TO

CHOOSING A POS SYSTEM



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ABOUT SHOPKEEP

Born out of frustration with the traditional cash register business, ShopKeep was designed by a retailer with a noble aim: to rescue independent business owners from the nightmare of archaic POS (a.k.a. Pieces Of S**t), and replace it with something beautiful, simple and affordable. It turned out that by doing this, we were giving our fellow merchants a fighting chance against the big guys. So we kept doing it.

Today, our mission is simple:

Empower independent business owners to dream big and fight smart. We're doing this by providing the tools and support for merchants to make smarter business decisions, so they can reclaim time, be more profitable, and keep their passion alive. And hey, if we can defend the independent spirit of Main Street from the big guys in the process, then that is a very welcome bonus.



INTRODUCTION

Starting and running a small business is a huge achievement that comes with its own set of hurdles and unique challenges. Two of the most common problems faced by brick-and-mortar business owners are the lack of time and resources. The right point of sale (POS) technology, however, can give time-stressed business owners back valuable hours in their day — simplifying and automating tedious tasks that have an impact on the overall health of their business.

Hundreds of POS systems are at your disposal that offer a wide variety of features at varying prices. But not all systems are created equal. In order to streamline your buying process, we've picked the brains of leading industry experts with one goal in mind: to help you make an informed and educated decision when choosing the POS system that is right for both you and your business.



“POS systems can rejuvenate a business by eliminating and/or automating previously tedious tasks. This frees up users to spend more time training employees or interacting with customers and building relationships.”

— JUSTIN GUINN, MARKET RESEARCHER, SOFTWARE ADVICE

“While cash registers are pretty much large calculators, POS systems provide real-time inventory management, built-in loyalty options for customers, and can easily grow with a business.”

– RAMON RAY, EDITOR, SMART HUSTLE MAGAZINE

OUT WITH THE OLD...

For over a century, cash registers were the only game in town. And for a while, they were a suitable way to ring up sales and calculate daily transactions. But in today’s digital age, where a lack of efficiency can make or break your business, archaic retail technology—the kind that adds little value beyond an initial sale—is on its way out.

It’s no secret that today’s retail landscape is making it difficult for entrepreneurs to keep up with the constantly moving parts that come with owning and operating a small business. Similar to a cash register, a point of sale system, at its most

basic level, allows you to accept a variety of transaction types, such as cash, credit cards, and contactless payments. However, the biggest difference between a cash register and a POS system is that a POS improves efficiency and communication in your business.

Modern POS systems do more than just offer flexibility when processing daily transactions. They improve your chances of success by providing you with tools to automate your business. These tools are used for inventory and employee management, accounting, sales reporting, and customer acquisition.



...IN WITH THE NEW

Although the cost of PC POS systems has dropped dramatically in the last 20 years, so has their reliability and efficiency. Anyone who has ever owned a PC-based POS system can relate to the frustration that comes with owning a temperamental machine that constantly crashes and needs

regular repairs. In fact, that's the whole reason ShopKeep was born!

Aside from the obvious fact that PC-based systems are an eyesore, most of them are also highly dependent on the Internet. That means that when your Internet is down, so is your ability to

process transactions. However, with most iPad-based POS systems, you can ring up transactions and accept cash as a payment, even if the system doesn't support offline credit card processing.

If losing your ability to ring up sales isn't bad enough, repairs for legacy

systems often require on-site visits from a specialists, while installation is often accompanied by high fees. Bottom line, iPad-based POS systems are cheaper and more reliable. As a result, they're an ideal choice for merchants looking to scale their businesses.



“Traditional systems have significant upfront costs like software license fees, maintenance fees, technical support and training.”

- MARIAME BAKKOURI, CONTENT MARKETING MANAGER, CLOUDSWAVE

OPTING FOR USABILITY

When choosing a POS system, make sure it's easy to setup and simple to use.

You should be able to manage the setup process yourself. At the same time, training cashiers and managers should take minutes, not hours. A system that's confusing to learn, or complicated to use, will decrease employee satisfaction and lead to longer lines and unhappy customers. Your POS system should offer an intuitive interface to process sales quickly and keep lines moving.

Managing both inventory and employees should be straightforward and painless. Beware of overly-complicated systems that make it challenging to change items easily and on the fly. As your business grows, you'll need a system that can adapt to your evolving needs. So look for a system that allows you to do the following:

- Import and manage large inventories in bulk
- Set up inventory order triggers
- Track employee hours straight from your system



When it comes to reporting, you'll want to choose a POS system that offers a holistic view of your business without complicating processes. As a business owner, the ability to access key sales metrics—such as transaction volume, average sales by hour, and best selling items—instantly, regardless of location, is important. A quality POS system will show you how well you're doing and where you need to improve in a matter of minutes, not hours. After all, time is money and every second wasted is another sale out the door.

Running reports on a robust POS should be simple, while the reports should be easy to understand. Ultimately, you want the ability to get a snapshot of how your business is doing, without having to dig too deep.

“A POS system should be straightforward to set up. The interface should be clearly labeled, and a business owner should have their new system up and running in one or two business days.”

– CARA WOOD, MARKETING ASSOCIATE, CAPTERRA





“POS systems should give merchants the flexibility to choose their payment processor. The ability to switch payment processors can protect merchants if account fees are ever increased.”

– MARC PROSSER, CO-FOUNDER/MANAGING PARTNER,
FIT SMALL BUSINESS

FLEEING FIXED PRICING

The cost of a POS system has historically been high and, in many cases, has prevented smaller and mid-size businesses from replacing their outdated cash registers. These legacy systems have required an initial investment of several thousand dollars, with some solutions costing over \$10,000!

Thanks to today’s software as a service (SaaS) subscription model, it’s now (for the first time) financially feasible for a small business to acquire a POS system. The key to this model is cloud-based systems that can be run from an iPad and/or computer, drastically reducing costs. For some POS systems, such as ShopKeep POS, startup costs can run as low as \$1,000.

Be aware, however, that extra

costs are sometimes hidden in the fine print, so make sure that your POS system offers flexible pricing options such as a pay-as-you-go service that doesn’t require long-term agreements or cancellation fees. Signing a contract should be a choice, not a requirement.

When it comes to payment processing, opt for a POS provider that offers clear, competitive pricing, including customized rates for your business. Beware of POS vendors that may mask subscription costs by forcing you to use a certain credit card processor. A quality POS provider will offer you the option to choose your own processor or use theirs if you choose. Make sure to read the fine print and focus on providers with the most transparent pricing and open platform.

PRIORITIZING INSIGHTS

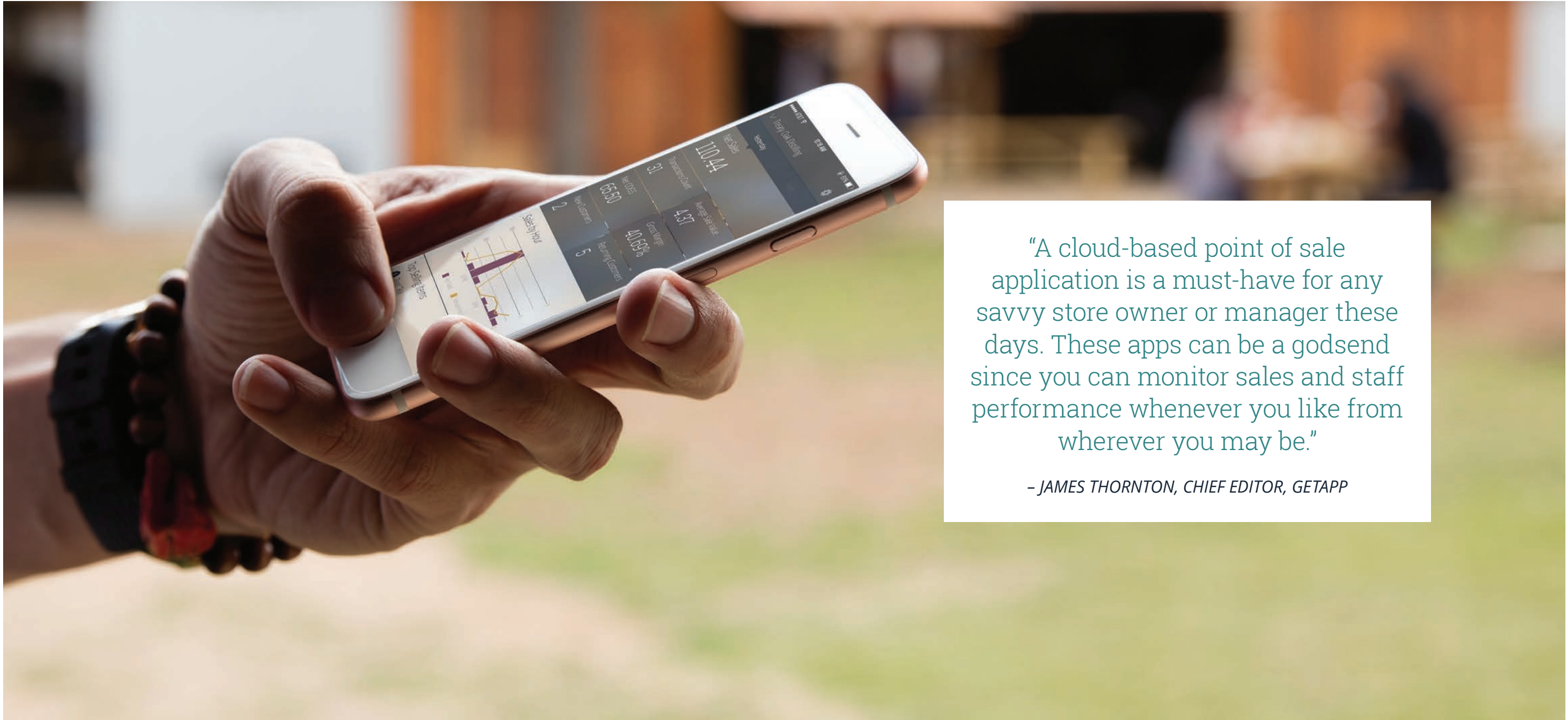
As mentioned in *Opting for Usability*, although most POS systems give you sales data to some degree, the capabilities and clarity of a system's reporting platform are not all created equal. Your POS system should generate detailed, comprehensive sales reports that are useful for in-depth

analysis, as well as provide snapshot reports that will effectively guide your pricing and inventory management.

Another aspect to consider when choosing a POS is your ability to access accurate sales data and other key analytics on the go. Today's merchant shouldn't

have to be tied down to their brick-and-mortar location in order to make the type of decisions necessary for their business. Some POS software providers, such as ShopKeep, allow you to check business stats such as net sales, transaction counts, average sales value, and total number of

customers, in real time. Business owners deserve to know how their business is doing regardless of their location. Look for a POS system that provides insights via mobile apps like ShopKeep Pocket™, so that you can track store operations across multiple store locations within one interface.



“A cloud-based point of sale application is a must-have for any savvy store owner or manager these days. These apps can be a godsend since you can monitor sales and staff performance whenever you like from wherever you may be.”

– JAMES THORNTON, CHIEF EDITOR, GETAPP

SORTING OUT SALES REPORTS

If you're a merchant looking to save money and make the most out of your workday, the following reporting tools are key to more effective selling.

ANALYTICS DASHBOARD

Your analytics dashboard should be a one-stop overview of all of your activity for a given date or date range. One look at this and you should be able to easily identify how many sales you've made by hour, for the day, and be able to flag any suspicious discounts and/or returns.

INVENTORY TRACKING & REORDER REPORT

A quality POS system simplifies inventory tracking so that you never run out of items and miss a sale. An inventory tracking and reorder report should allow you to easily track quantity on hand (QOH) and generate reorder reports when you are running low.

INVENTORY ADJUSTMENT REPORT

Inventory adjustment reports allow you to adjust inventory items with ease. Use this report to add units to inventory and update the cost simultaneously.



“If you want to avoid the all-seeing eye of the IRS scrutinizing your restaurant, be meticulous with how you track things such as employee tips within your POS, if that’s supported.”

– BRANDON HULL, FOUNDER, NEXTRESTAURANTS

SORTING OUT SALES REPORTS

TRANSACTION TABLE

Your transaction table should show you every sale and return in a specified date range. This is where you'll find information such as when a sale took place, who rang it up, and the various totals. It's also a reporting tool that comes in handy when you're trying to identify top performing staff.

TIME CLOCK RECORDS

POS software that allows employees to clock in and out from the register should also come with reports that allow you to easily track their hours and manage schedules. This report combined with a transaction table report can help you identify which staff is better suited for peak hours.

TIPS AND GRATUITY

A tips and gratuity report is extremely important for businesses with tipped employees that need to perform gratuity payouts each shift. This is also a great indicator of who your best performing employees are based on gra-

tuity and whether or not you need to adjust suggested tip amounts to increase tipping.

EMPLOYEE SHIFT SUMMARY

An employee shift summary gives you an overview of cash flow for a given register during each shift. This is important in helping you accurately balance your drawer at the end of each shift and avoid cash overages and shortages.

Z AND X REPORTS

Similar to an employee shift summary, Z and X reports are quick and convenient ways to see register totals from the receipt print-

er. These reports are key for accurate midday and end-of-day reporting, and show details such as which manager opened the shift and when, total number of transactions that shift, sales, discounts, returns, and a breakdown by tender.

MARKETING DASHBOARD

Most POS systems offer integrated marketing services or add-ons. While these reports will vary based on the POS system you decide to use, at the very least, this marketing dashboard should allow you to track progress in customer growth, while easily identifying your top patrons.

“From tracking sales to monitoring employees to running necessary store reports, iPad-based POS software delivers dynamic features that can be managed from the cloud—a major benefit when using iPad-based software.”

— NICOLE LEINBACH REYHLE,
FOUNDER & PUBLISHER, RETAIL MINDED



DIAGNOSING DATA SECURITY

It's important to ensure that you are taking all of the necessary precautions to protect your customers' personal data. Data safety and security should be among the most important factors you consider when choosing a POS system. Make sure to investigate the security

of your data in every system, particularly when it comes to transactions.

In order to stay safe on the transaction level, you may also want to opt for a solution that encrypts credit card information from the point of swipe or insertion. This will ensure that

your customers' information is immediately sent off to the credit card processor without being stored.

While traditional POS systems that run on PC-based computers are vulnerable to viruses and malware, cloud-based iPad POS

systems are generally more secure. They rely on the iOS operating system and allow POS companies to provide automatic security updates simultaneously on all mobile devices, as long as merchants have the latest version of their app installed.

“Ensure payment data never enters the POS system. This can be addressed with a semi-integrated approach that isolates payment data from the larger POS system.”

– JOHN STEWART, EDITOR-IN-CHIEF, DIGITAL TRANSACTIONS AND DIGITAL TRANSACTIONS NEWS



HAND-PICKING YOUR HARDWARE

In Diagnosing Data Security we mention how the hardware that accompanies your POS system can provide you with an additional layer of security. In addition, your POS hardware should be functional, durable, and stylish.

Some POS vendors pair their software with second-rate hardware and peripherals in order to piece together the cheapest package. As a small business owner, the last thing you want to do is waste time struggling with a constantly jammed printer or a flimsy stand that can't keep up with the daily grind.

So how do you avoid the POS hardware crash? Opt for a POS provider that allows you to purchase bundled and individual pieces of hardware. This will allow you to create a custom package based on your specific needs, while providing you with the flexibility to add on items later.



“Merchants should be able to access new or replacement hardware with as little friction as possible. In a world where mere minutes of downtime means lost sales, quick access to hardware is a must.”

– AMAD EBRAHIMI, FOUNDER, MERCHANT MAVERICK



“In today’s 24-hour world, merchants expect and should receive the same kind of service of customer care that they are expected to deliver every day.”

– RICH KIZER, CO-FOUNDER, “KIZER & BENDER” RETAIL ADVENTURES

THE COST OF BAD SERVICE

At some point, even with the most sophisticated POS system, you will need customer support. What most business owners fail to realize is that when your business is in full swing, you will be wearing too many hats to dedicate time to troubleshooting POS issues. The importance of quality and reliable customer service is often underestimated.

Be sure to find out about customer care when considering a POS system. Though not common, from time to time your POS may experience issues. Not having the proper customer support could result in a loss of sales. This makes it vital that the system you choose provides comprehensive support.

In addition to troubleshooting

problems, you may want to learn more about existing features or how to add new features to your service. A reliable provider should have both documentation on their website and customer service representatives to help walk you through either situation. Never settle for less than 24/7 live support. If helpful customer care isn’t available to you via multiple channels (e.g. phone, email, or chat), every day, you may want to reconsider your choice.

The great news is that with the Internet and customer review sites, it isn’t difficult to find out whether or not the company that you’re considering provides great customer service.

FUTURE-PROOFING BUSINESS

The upside of investing in a cloud-based iPad POS system is that as technology evolves, your software provider will instantly upgrade your system.

Take mobile payments for example, a mere blip on the radar with less than \$1 billion in transactions for 2012, mobile payments is now projected to surpass

\$118 billion worth of transactions in 2018. That number includes Apple Pay, Android Pay, and Samsung Pay, and doesn't even account for the shift to EMV

(Europay, MasterCard, Visa) chip cards, the global standard for secure credit card transactions.



“Although cash isn’t going away any time soon, mobile expectations are moving many cash and check transactions digital. Once shoppers successfully use Apple Pay, they will grow confident in its safety.”

– EVAN SCHUMAN, EDITOR-IN-CHIEF OF PAYMENTFACILITATOR.COM/COLUMNIST FOR COMPUTERWORLD

THE PERFECT PURCHASE

So what do you need to look for to ensure that today's POS investment doesn't become yesterday's payment trend?

ENTER THE CLOUD

In essence, cloud-based POS software takes expensive software you traditionally had to buy, install, and regularly maintain, and makes it available to you at a fraction of the price. You simply access

“It's crucial for small retailers to keep their payment technology up to date both to ensure security and to let customers pay the way they want to pay. Ultimately, small merchants who don't keep up with payment technology are likely to lose business to their competitors.”

– GREG BURCH, VP STRATEGIC INITIATIVES U.S., INGENICO GROUP

it via your POS device—in most cases an iPad—and pay for the service as required.

FIND AN NFC-ENABLED DEVICE

If you've used Apple Pay or have watched someone use it, you've seen

NFC (near field communication) technology in action. NFC makes it possible for a customer to pay for an item by simply holding a smartphone over a payment terminal—no contact required. Both Android Pay and Samsung Pay—like Apple Pay—also use NFC technology. Since the common denominator for most of these new payment methods is NFC, your best bet for being prepared is to upgrade to a payment terminal that accepts NFC payments. Still not convinced that contactless payments are a necessary POS system component? Since its launch in October 2014, Apple Pay is now accepted at more than two million retail locations in the United States. These NFC-based payments are aiming to replace the world's leather-bound wallets. So far, Apple Pay is doing so successfully.

ADOPT EMV-CAPABLE TECHNOLOGY

On Oct. 1, 2015, the Europay, Mastercard, Visa (EMV) transaction liability shift took place in the United States—transferring transaction liability away from payment processors and issuing banks, to merchants who fail to implement EMV technology. Though an industry-wide adoption has been slow—and not all merchants need to prioritize EMV support immediately—all merchants will ultimately need to transition to a POS system that supports this technology.



“If your customer knows you offer mobile payments, you're the business they'll default to when they're out on a walk without their wallet.”

– JANA BARRETT, CUSTOMER MANAGER, BUSINESS APPS



CUSTOMER SUCCESS AND POS

According to the U.S. SBA, only 50 percent of new establishments survive their first five years (or more) of business, while only about one third survive 10 years or more. It goes without saying that another aspect of future proofing your business is investing in tools and features that improve the odds of business survival.

Among them are POS hardware and software that provide you with added data and software security, sales reports that provide actionable insights, and inventory management triggers that ensure you never miss a sale.

But we're still missing one key component to running a successful establishment: customers. Because without customers, you have no business. Quality POS software will allow you to automate processes related to in-store customer interactions. By giving you the ability to capture customer information at

the point of sale, it allows you to seamlessly upsell, long after your customers have physically left your brick-and-mortar location.

Email marketing has been cited as the most effective digital marketing channel for customer retention in the U.S. So choose a POS system that makes it easy to capture customer email addresses at the point of sale so customers have the option to opt-in to promotional newsletters. These emails can be used in the future to

“By acting on customer and store data, small businesses can cement brand loyalty and aspire to deliver the same, or better, experience and offers as their larger competitors.”

– DEBBIE HAUSS, EDITOR-IN-CHIEF, RETAIL TOUCHPOINTS

“Understanding the value of each customer allows small businesses to market accordingly. A CRM or POS system that tracks this kind of information is crucial to long-term success.”

– BRIAN EWING, MARKETING COORDINATOR, SNAPRETAIL

CUSTOMER SUCCESS AND POS

re-engage customers and draw them back to your store.

Custom email receipts are another great way to improve customer relationships

and retention. If customers choose email receipts, it gives your business the

opportunity to increase engagement with those customers by driving them to

your social channels or your website. This provides you with more than one avenue of

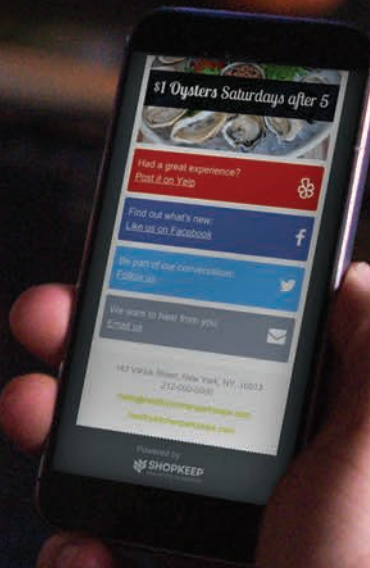
communication to promote your business and upcoming sales. Most custom email

receipts also allow you to share a coupon or a limited-time promotion at the bottom

of the receipts, giving customers a reason to come back sooner, rather than later.

“Social Media and email are critical for today’s merchants. They provide a quick and convenient way to access a human at a company in a way they couldn’t have in the past.”

– SADIE CORNELIUS, DIRECTOR OF MARKETING,
WEROCKYOURWEB.COM





“For retail businesses, POS systems are a great way to get a full picture of your cash flow and business health.”

JEANNA BARRETT, HEAD OF INBOUND & CONTENT MARKETING, KABBAGE

SMARTER ACCOUNTING WITH POS

The poor management of cash flow is one of the main reasons small businesses fail hard and fast. These issues arise for a variety of reasons, including significant increases in inventory levels due to poorly managed inventory, inaccurate sales forecasting, and poor accounting practices.

We already covered how POS software can help you tackle inventory and help you accurately forecast sales, but did you know that it could also automate time-

consuming accounting tasks and help you better manage your cash flow? When choosing a POS provider, make sure the system integrates with an intuitive accounting system such as QuickBooks and beware of clunky, custom solutions that are difficult to follow. The goal is to find a system that accurately and automatically sends your sales directly to QuickBooks on a daily basis, limiting the possibility of human error.

SMARTER ACCOUNTING WITH POS

Integrating accounting software and POS software can lead to improved tracking of many types of financial information, including:

VENDOR AND CUSTOMER INFORMATION

Once you've integrated your POS software with your accounting program, you'll never have to make redundant entries for vendor and customer information again. When your sales team makes changes to customer contact information, such as adding an address or changing a phone number, your accounting software will instantly show the changes!

Account balances will also be updated in real time, eliminating the risk of billing errors. Similarly, vendor contact information and accounts will be updated instantaneously, so you'll never have to worry about a payment being short or failing to reach a payee. You'll also have a much easier time tracking the information of vendors who are also customers, as account information will automatically reconcile.



“Failing to integrate your POS with accounting software is almost always a missed opportunity for both increased revenue and lower business administration costs.”

– ADAM BLUEMNER, MANAGING EDITOR, FIND ACCOUNTING SOFTWARE

SALES TAX COLLECTION

Every time that you complete a sale with your POS software program, payments are recorded in detail by the software. Sales tax is automatically separated from the cost of goods, and if you collected more than one type of tax during a transaction, the amounts will be credited correctly. All of the sales tax information will be seamlessly shared with your accounting software, making it easier than ever to issue sales tax payments. You'll never have to worry about data entry errors and the resulting costly fines.

GENERAL LEDGER ACCOUNT BALANCES

Imagine how much time you could save if you didn't have to manually input daily general ledger account entries. Integrating your POS software and accounting program can make this possible. The latest POS software programs can help you instantly update accounts receivable, inventory, accounts payable, and customer depos-

its in real time. With just a quick glance you'll be able to check the balance of any general ledger and be confident in its accuracy. By eliminating the risk of data entry errors, you can be certain that reports — such as your balance sheet and income statement — are true reflections of your current financials.

SALES REPORTING DATA

Once your accounting software is fully integrated, ensuring that sales are accurately being recorded is an effortless task. When a transaction is made, the accounting software will receive the information and records will automatically be updated.

The setup process of integrating POS software with an accounting program is often very simple. Businesses can typically complete the process themselves without experiencing downtime. Once integration is complete, the benefits of improved tracking will immediately be apparent.

A woman with long dark hair is standing behind a rustic wooden bar counter. She is holding a yellow mug. The bar is filled with various bottles, mugs, and containers. The background is a dark, textured wall with shelves holding more bottles. The lighting is warm and focused on the woman and the bar.

“Your brand is the emotional connection that your customers have with your business. Make sure you are giving them something that makes them feel good about you.”

– JACI RUSSO, CEO AND CO-FOUNDER, RAZOR BRANDING

PRIORITIZING ECOMMERCE

Rural small businesses struggling against the current competition from big-box merchants, weak consumer demand, and online shopping options, make a compelling case for adopting a POS with ecommerce integration. While the growing importance of the Internet is key to helping small business owners effectively drive sales, lower costs, and communicate with customers, there are a few cases where expanding online should not be a business' first priority.

Today's business owner has been brainwashed to believe that if their store doesn't maintain an offline and online presence, they aren't relevant. Even as online shopping continues to grow, big players

like Amazon and Google are expanding to brick-and-mortar locations. This is proof that the brick-and-mortar space is still key to driving interaction with customers and communicating brand value. In fact, a fear of missing out can be a huge detriment to business owners who are starting out and need to prioritize tasks.

Most brick-and-mortar business owners work long hours and have little additional time in their day to manage the logistics of maintaining an ecommerce presence. Without a dedicated ecommerce person, who will ensure that the site is easy to use and navigate, while including all the functions that visitors need to select, order, and pay for products? Not to mention, the

work it takes to drive customers to your website. Ultimately, an ecommerce site is not just an additional channel for your business, but is an additional store to maintain.

One of the biggest advantages of owning a brick-and-mortar business is that your physical location actually serves as marketing in and of itself, providing you with more opportunities to promote your business on a bootstrap budget. Driving traffic successfully to an ecommerce site requires an emphasis on search engine rankings and online marketing programs and promotions that you may not be equipped or financially ready for.

Bottom line, though there are many

tools that allow you to integrate your POS with ecommerce, often going this route should not be top priority for a business. Like any other expansion, you need to consider the responsibilities and consequences that come with adding an additional retail location. Growing too fast can actually hurt your business. If you're just starting out and have limited financial and human resources to support your business, POS ecommerce integration shouldn't be a priority. Instead, focus on purchasing a quality POS system that can provide you with the data, features, and support you need to increase the profits at your brick-and-mortar locations. That is, until you're profitable enough to focus on digital retail.

4 MONEY-SAVING QUESTIONS

Researching POS systems can be an overwhelming and drawn-out process if you're not certain of what you want or need. Some business owners choose systems based on the first hit that appears on a Google search, while others will settle for the least expensive—or seemingly least expensive—system on the market.

Here's a list of essential things to consider before purchasing:

WILL THIS SYSTEM MEET MY NEEDS?

Make sure to prioritize what features are truly important to you and inquire about them while speaking with different POS providers. It's best to find out what a system is capable of while doing your initial research, instead of after it's setup in your store. The worst thing you could do is pay for a system and then realize it isn't ideal for your business. To avoid this, it's important to gather all of the information about functionality that you possibly can, and then do a comparison of systems before committing to a purchase.

IS MY ONLY OPTION A CONTRACT?

Though there is nothing wrong with signing a contract (you can often save money over the course of a year), systems that only offer contracts should be approached cautiously. It isn't uncommon for some POS companies to coerce you into signing a long-term agreement. To prevent yourself from being caught in this trap, ask the POS specialist you speak to if they offer a month-to-month option—and if not, why. If you don't like the answer, or they dance around the question, take your business elsewhere.

HOW MUCH DOES THIS REALLY COST?

Many providers will give partial information on pricing. So it's important to dig deep and ask about hidden fees, processing fees, and monthly payments. Some valuable questions to start with are:

- **Is support included?** If not, how much is it?
- **Are updates included?** If not, how much and how often will it cost to update the system? Ideally, you'll want a system with rolling updates—this way you don't have to pay a large amount down the road.

IS THE HARDWARE PROPRIETARY?

Ideally, you won't have to switch POS systems after investing in your first one. However, it is not a bad idea to ask about hardware compatibility. If you end up having to transition over to a new system, it's nice to have the option to reuse your hardware.

Depending on your business type and the kind of system you need, you may find yourself having to ask just a few more questions.



CONCLUSION

There is no doubt that starting and running a small business comes with a variety of day-to-day responsibilities and unique challenges. The right POS technology, however, can help brick-and-mortar small

business owners—like yourself—gain back valuable hours in their day and increase productivity. Ultimately, this will allow you to focus on the aspects of your business that increase your bottom line.

On the surface, most POS systems look the same. They allow you to accept a variety of payment types, analyze sales data, and oversee daily responsibilities such as inventory, employee, and customer

relationship management. The best POS systems however, are designed with you in mind, streamlining these services in a user-friendly way that make your life easier.





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A special thank you to everyone who contributed their expertise

Adam Bluemner, [Find Accounting Software](#)

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John Stewart, [Digital Transactions News](#)

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James Thornton, [GetApp](#)

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