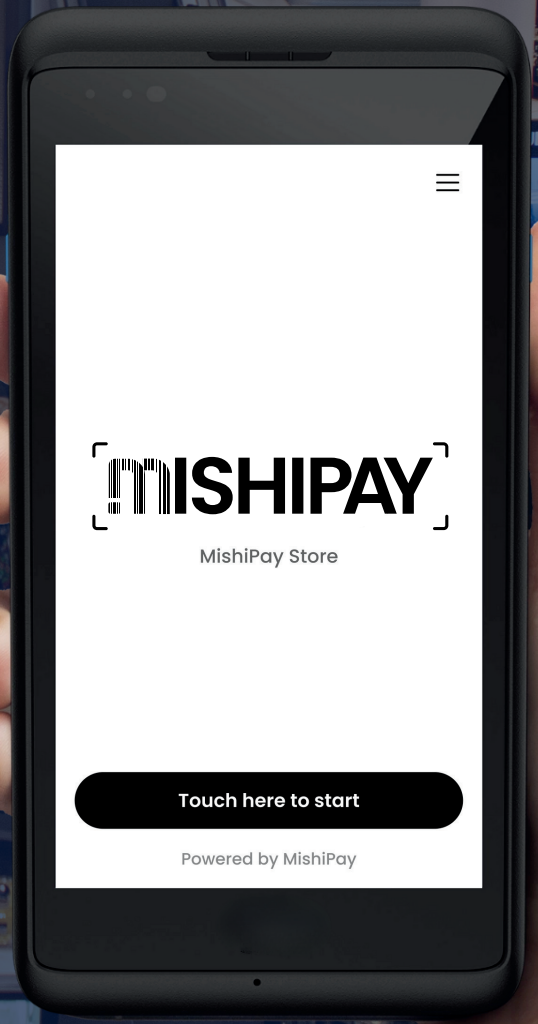
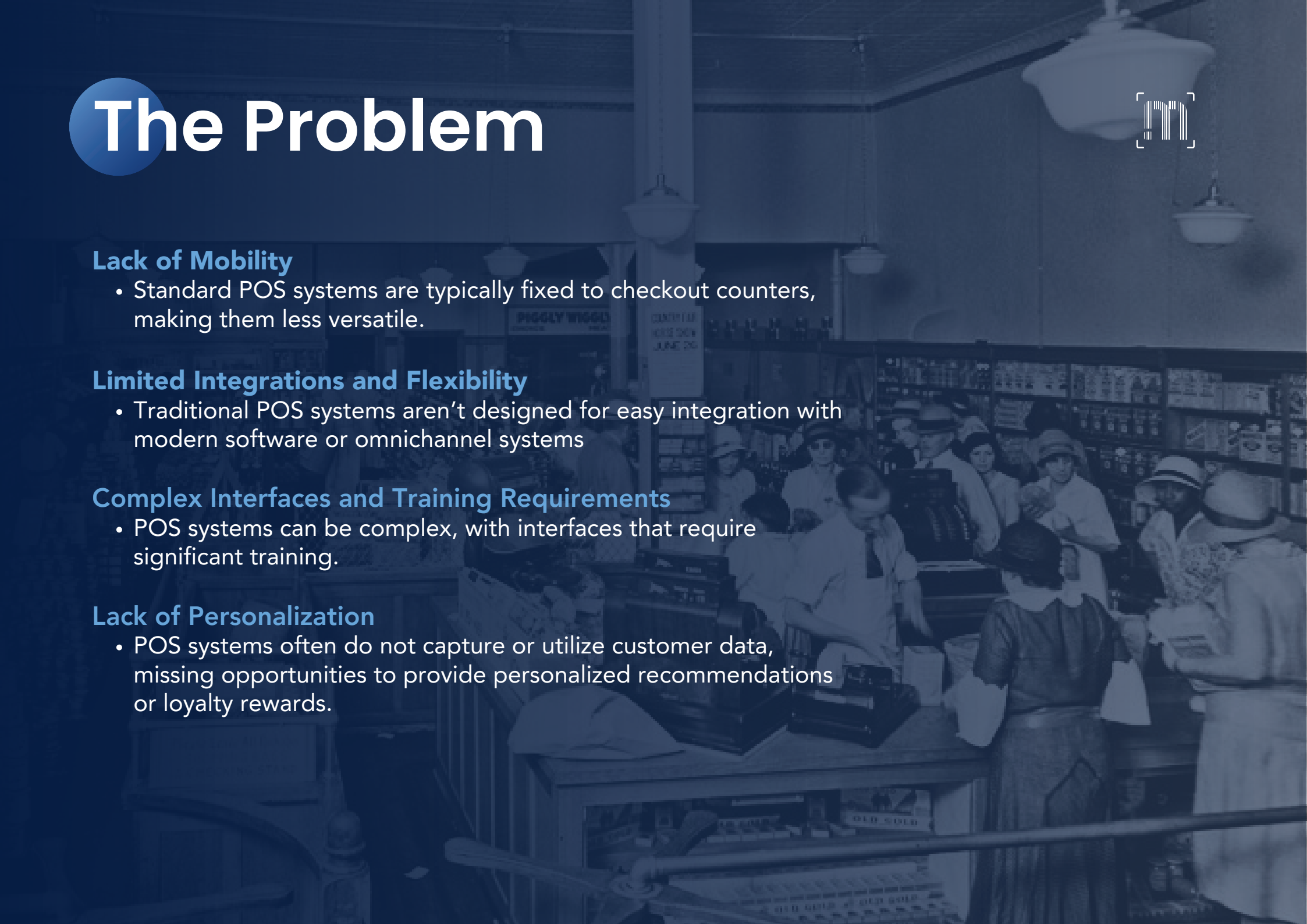
Mobile POS: Buyer's Guide

MISHIPAY

Scale your POS, Perfect your Checkout



The Problem



Lack of Mobility

- Standard POS systems are typically fixed to checkout counters, making them less versatile.

Limited Integrations and Flexibility

- Traditional POS systems aren't designed for easy integration with modern software or omnichannel systems

Complex Interfaces and Training Requirements

- POS systems can be complex, with interfaces that require significant training.

Lack of Personalization

- POS systems often do not capture or utilize customer data, missing opportunities to provide personalized recommendations or loyalty rewards.

The Solution: MishiPay's mPOS

Mobile, Flexible Hardware

- MishiPay's mPOS devices allow staff to handle checkout anywhere in-store, reducing wait times and enabling faster customer service.

Modular and Multi-App Capability

- By operating like a smartphone, MishiPay's mPOS allows retailers to easily add applications for various in-store functions, such as inventory management, clienteling, and personalized recommendations.

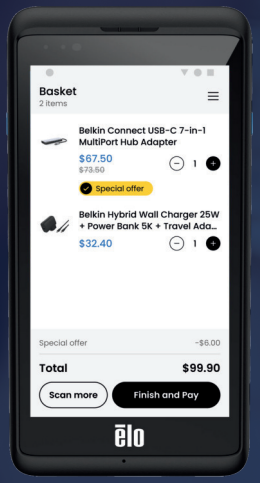
User-Friendly Interface

- MishiPay's mPOS interface is designed to be intuitive and easy to use, allowing new employees to get up to speed quickly and handle tasks with minimal training.

Personalized Service and Recommendations

- By enabling access to customer preferences and purchase history, MishiPay's mPOS allows staff to provide personalized recommendations and better customer engagement.

Live Integrations



elo

M50/M51/M60



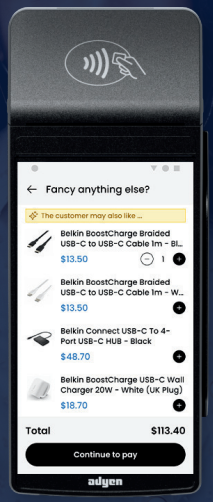
ZEBRA

TC22/27/58



stripe

Reader S700



adyen

S1F2



Honeywell

EDA52



verifone

T650P

Use Cases

Clienteling & Recommendations

Access customer preferences and provide personalized service. Upsell items and increase ABV on every transaction.

Inventory & Replenishment

Track and update inventory levels on the go, making stock management seamless.

Endless Aisle

Enable customers to explore items beyond in-store stock and arrange home delivery.

Checkout

Streamline transactions anywhere in-store, reducing wait times and enhancing customer convenience.

Multi-App Capabilities

mPOS will be a smartphone-like device, able to run various applications (HR, Inventory, Checkout) for enhanced productivity.

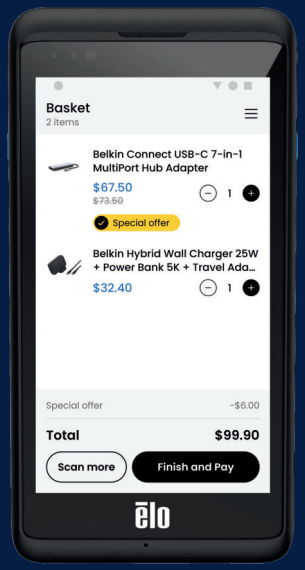
Delivery to Home

Use mPOS to process purchases and accept payments for home delivery.

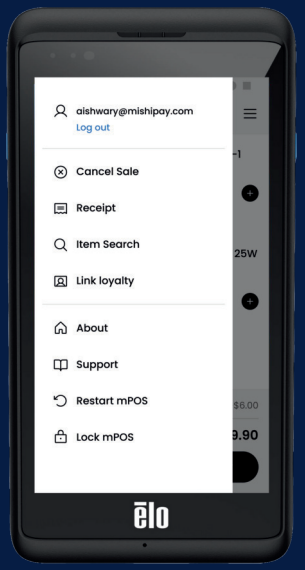
Simplified User Journey



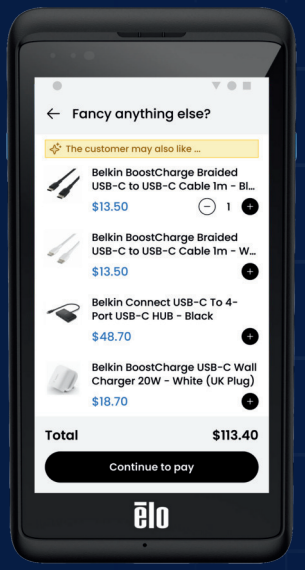
Staff scans the product barcodes



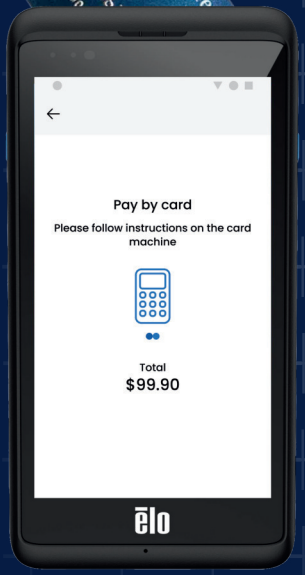
Check items in basket



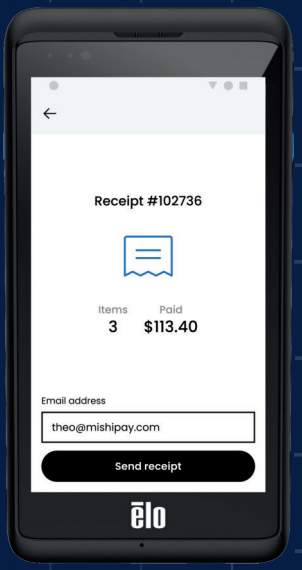
Staff has option to link loyalty/look up items



NEW: Show item recommendations



Make payment on handheld device



Send receipt on email or phone

Hardware Specifications

All-in-One mPOS Devices: Devices like PAX, Castles/Verifone integrate a compact 5" and 6" touchscreen, EMV card reader, barcode scanner, and receipt printer into one device, offering a compact and efficient solution that reduces the need for multiple devices, making operations smoother and more space-efficient.

Lighweight mPOS Devices: On the other hand, devices like the ELO M50/51, or the Zebra TCX series or Honeywell EDA52 are generic devices offering a touchscreen and laser scanner. These devices have a lower cost but will require additional investment in external/remote printers. Without an EMV reader, the device wil be dependant on softpos to function as an mPos device.



Corning Gorilla Glass Victus



Water resistant with IP54 certification



Drop resistance from 1m/3.2ft (extent to 1.6m/5.2ft with rugged case)

Screen Size

Screen Size Options: The choice depends on whether portability or display size is more important for your specific use case.

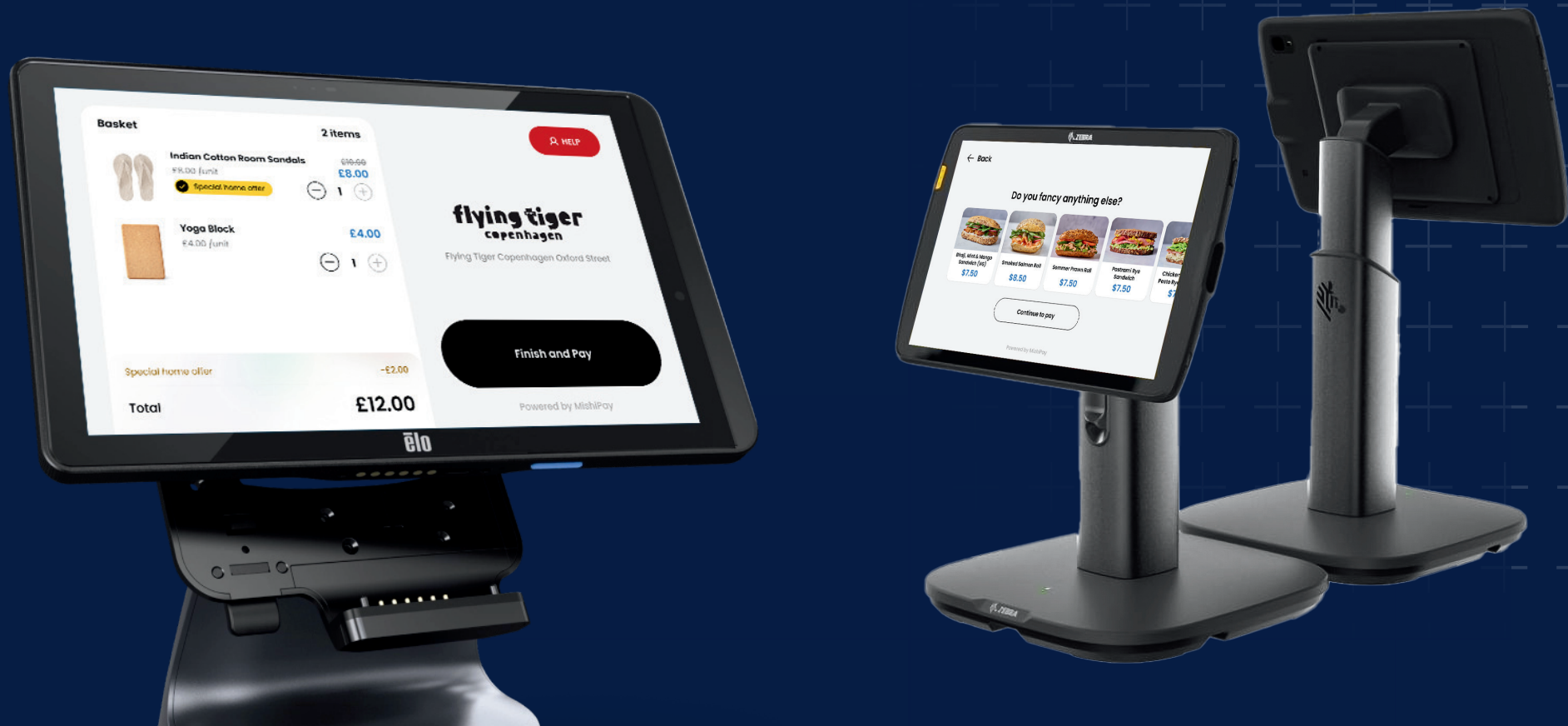
- 5”-6” screens are compact and ideal for clienteling, and quick checkout journeys. Easy to use in a warehouse and shop floor environment.

- Consider the 7”-10” screens offer more display space for tasks like endless aisle browsing specific to fashion, cosmetics and accessories retailers. The ELO M100 has a 10" screen, EMV reader and NFC or the Zebra ET4X with NFC.



Mobile to Fixed

Mobile to fixed: Consider a hybrid implementation where the mPOS can be fixed and act as “traditional” POS but also move. Look into accessroeis that offer rotating POS Dock that swivels from merchant- to customer-facing. The ELO M100 and Zebra ET4X offer this functionality allowing you to re-use the hardware increasing its ROI.



Softpos or EMV

SoftPOS vs. EMV/MSR: Recent advances in NFC and certification now let any NFC-enabled device —like an iPhone, or Samsung phone, or enterprise models like ELO's M50/M51 and Zebra's TCX series—function as an mPOS. Choose SoftPOS for a lightweight, contactless solution, but keep in mind it may have limitations with larger transactions, certain payment schemes (like Amex or Discover), and PIN on glass support. However, if your customer base is still using non-contactless cards or schemes that are not available via softpos, consider an EMV/MSR integarted mPOS devcie like the ELO M60.



SoftPOS

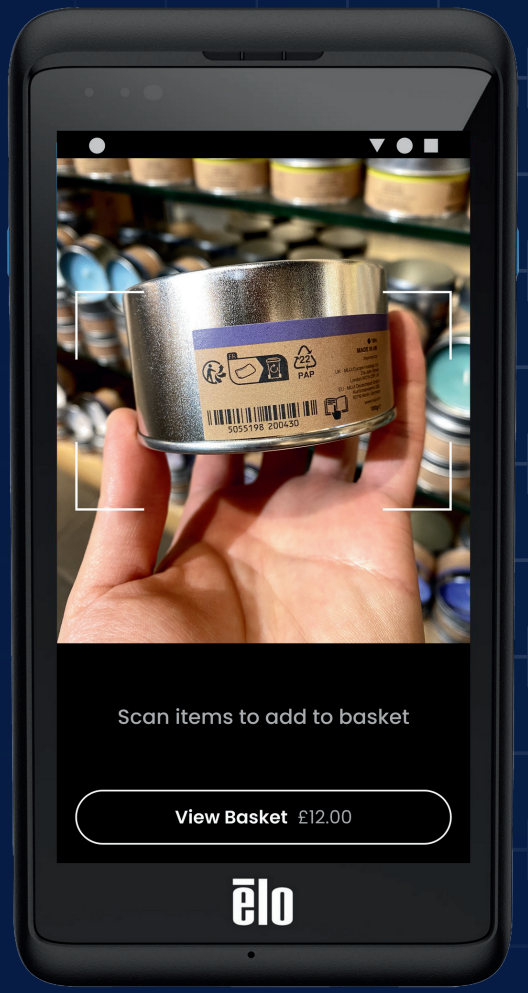


EMV/MSR

Scanning Technology

Laser vs. Camera-Based Scanning: Laser scanners are best for fast, cost-effective standard barcode scanning, while camera-based scanners offer more flexibility for specialized tasks, such as ID verification (ID or passport verification from Scandit) or reading complex barcodes.

Investment in Camera Scanning: This enhances productivity for stores that require specialized ID verification, such as age-restricted sales or customer authentication. The ability to scan IDs and passports accurately helps reduce errors, speeds up transactions, and improves security.



Operating System and Security

Android OS: It offers efficient battery life, ensuring devices last longer on a single charge, regular security updates to protect against threats, and user-friendly navigation for easy use by staff.

Mobile Device Management (MDM): This enables remote monitoring of devices, theft prevention through remote locking/wiping, and security control by enforcing policies like app restrictions and encryption to protect sensitive data and maintain compliance. Consider Google Zero Touch or scan a QR code to integrate with your choice of MDM provider.



Operational Accessories & Support

Charging Docks and Practical Accessories: Charging docks and accessories are essential for keeping mPOS devices ready and staff engaged. Retailers should plan convenient dock locations for easy access. Accessories like hand straps improve device portability and ease of use during long shifts.

Wireless Printers: Recommend WiFi-enabled portable printers like the EPSON TMP80, which improve mobility and eliminate Bluetooth connectivity issues.



EPSON TMP80 Printer



4 Slot Device Charger



Battery pack and hand strap

Message from the CEO



The primary goals of many retailers implementing mPOS are:

Enhanced Customer Experience: mPOS enables fast, flexible, and on-the-go checkout, reducing wait times and boosting convenience. It allows associates to complete transactions anywhere in the store, providing a seamless shopping experience. For example, Dubai Duty-Free saw improved customer satisfaction by empowering staff with mobile checkouts that meet customer needs on the spot.

Operational Efficiency and Cost Savings: By adopting mPOS, retailers can optimize labor costs, reduce reliance on fixed checkout counters, and reassign staff to value-added roles. A USA-based retailer has used mPOS to streamline store operations, making staff more versatile and enhancing overall efficiency.

Personalized Engagement and Upselling: mPOS devices enable staff to deliver customized recommendations, loyalty incentives, and real-time promotions based on customer preferences. With the ability to personalize interactions, mPOS enables you to build stronger customer relationships, leading to higher satisfaction and loyalty.

With MishiPay's mPOS, retailers are transforming store operations, elevating customer experiences, and creating meaningful engagement—all while driving measurable results.

Bonus: Scan & Go

Complete your mPOS strategy with Scan & Go!

Scan & Go allows customers to self-checkout without any hardware requirements. Shoppers can turn their mobile phones into checkout machines simply by using MishiPay's Scan & Go App.

4%
Increase in revenue per store due to abandoned baskets recovered

14%
Net Increase in revenue per shopper due to increase in frequency

25%
Net increase in Average Basket Value due to more time spent shopping.

Get in touch for a free demo, contact us at info@mishipay.com

About MishiPay

MishiPay brings the best of the online shopping experience to physical stores, enabling shoppers to scan and pay for their shopping using their mobile phones.

Founded in 2015, MishiPay has grown quickly and now serves 35 brands in 15 countries.
The leader in Scan, Pay & Go technology with deployments across MUJI, Hudson News, Flying Tiger Copenhagen, Dubai Duty-Free and Grandiose supermarkets.

Thanks to the skills of their technical team and their carefully curated list of partners, MishiPay can integrate cost-effectively into retailers' existing systems in as little as two weeks without the need for any changes in their infrastructure, making it possible for both shops and shoppers across the globe to benefit from the best of online and offline commerce.

Contact

United Kingdom
Aviation House
125 Kingsway
London, WC2B 6NH

United States
MishiPay Inc.
166 Geary Street 15th Floor,
San Francisco CA, 94108

United Arab Emirates
MishiPay FZ LLC
Unit 212 & 213, DIFC Innovation one
PO Box 507211, Dubai

info@mishipay.com