

# M2M Services for Retail Point- of-Sale Applications

Turn any location  
into your personal  
sales floor.

**verizon**<sup>v</sup>

## Securely and reliably conduct retail business from almost anywhere.

As a retailer, you're constantly looking for ways to reach more customers in more places. Deploying broadband point-of-sale (POS) terminals can help you open potential new markets for your products and services. However, you need a way to connect remote terminals to your back-end systems easily and securely. WWAN routers and Verizon Wireless Machine to Machine Services allow you to deploy retail POS terminals when and where you want. These terminals can be installed quickly and easily, which allows you to conduct business from almost anywhere.

Wireless POS terminals also provide backup and redundancy capabilities that allow you to remain operational during wireline outages. If your wireline network access is lost, you can still keep doing business using POS terminals as failover network connections. And if you're migrating from dial-up connections for your POS transactions, you can use WWAN routers for cost-effective broadband access that includes the necessary security to meet payment card industry (PCI) and other data security requirements.

## WWAN router implementation

You can make your existing retail POS terminals truly mobile by using WWAN routers and Verizon Wireless Machine to Machine Services. All you need for deployment, within the Verizon Wireless data coverage area, is a power source to power the terminal. During a

seasonal rush, you can also deploy additional POS terminals to deal with increased customer traffic. These terminals gain network access via WWAN routers and Verizon Wireless Machine to Machine Services, while handheld scanners securely process and record transactions to back-end retail systems.

Figure 1 shows how you can integrate WWAN routers and Verizon Wireless Machine to Machine Services into your existing infrastructure to keep transactions secure.

## Verizon Wireless Machine to Machine Services

For businesses looking to streamline operations, control costs and transform processes, wireless machine-to-machine (M2M) communications represent potentially significant cost savings, new sources of revenue and entirely new business models. With Verizon Wireless Machine to Machine Services, you can collect data from remote locations; monitor, control and manage mobile assets; and enable electronic commerce.

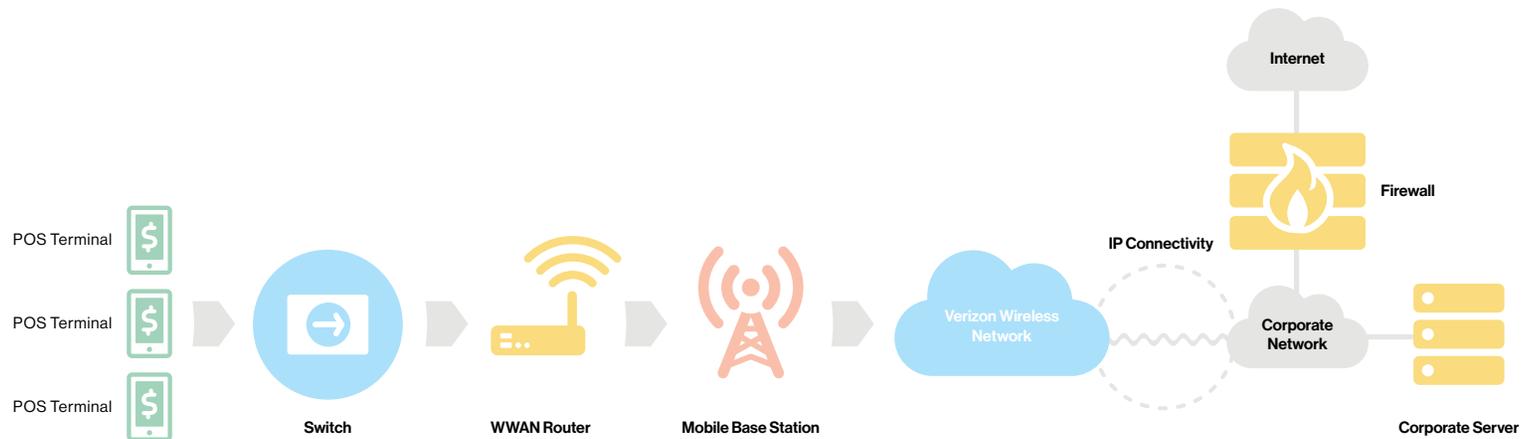


Figure 1: A mobile retail POS terminal

Backup network access capabilities are also possible using WWAN routers and Verizon Wireless Machine to Machine Services. You may use a WWAN router, combined with a landline data connection such as DSL, as your primary network access, while an additional WWAN router serves as the backup router during lost DSL connections or network outages. This implementation enables you to maintain business operations, even if your primary network connection is lost or disrupted.

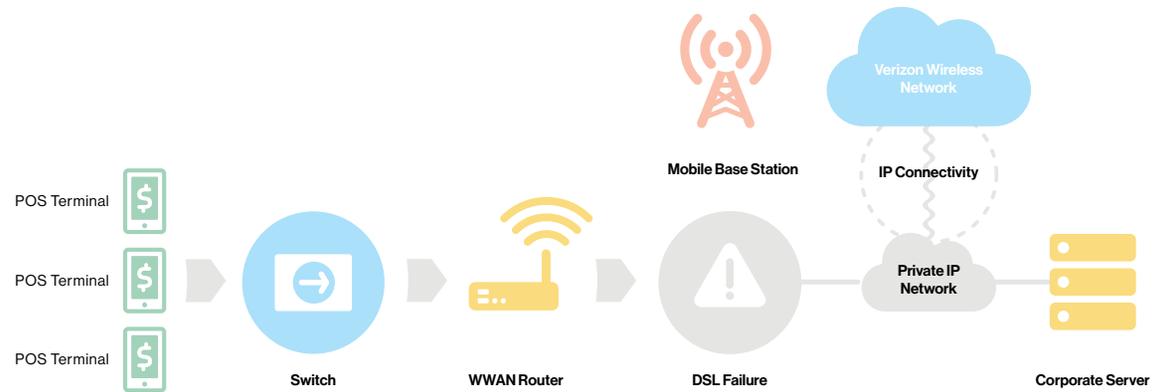
We work with you to create, deploy, manage and secure M2M systems and devices throughout your enterprise to address specific business needs. In addition to retail POS solutions, we offer a number of M2M applications, such as:

- Telematics
- Fleet management
- Smart energy
- Smart vending
- ATMs and self-service kiosks
- Asset tracking
- Monitoring and control

These M2M applications take advantage of our existing 3G technology and are compatible with our new Verizon Wireless 4G LTE network, allowing you to connect devices and people via the largest machine-to-machine carrier (7 million-plus connections) in the United States.

Figure 2: Using a POS terminal as a backup network connection

Figure 2 shows how you can maintain business operations by using a WWAN router, Verizon Wireless Machine to Machine Services and a POS terminal to create a redundant network connection.



### The benefits of wireless retail POS applications

- Accept and process a wide variety of transactions at the point of sale, including:
  - Sales transactions
  - Credit card charges
  - Inventory control
  - Internet/intranet access
  - Email access
  - Training

- Set up remote POS systems, equipment or scanners where wired connections are not yet available.
- Install POS terminals at any store location much more efficiently and at lower costs.
- Keep customer transactions secure.
- Provide redundancy critical to retail network success.

### Conclusion

Using a WWAN router and Verizon Wireless Machine to Machine Services allows you to conduct business almost anywhere via a POS terminal. This flexible, secure and truly mobile solution helps you take advantage of potential sales opportunities whenever and wherever possible.

### Learn more.

For more information, please contact your Verizon account representative, or visit [VerizonEnterprise.com/contact-us](http://VerizonEnterprise.com/contact-us).