

Oracle Hospitality:

Seven signs that it's time to upgrade your POS hardware



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In challenging times, replacing point-of-sale units is hardly appealing. For many hospitality operators, it can seem like an unnecessary expenditure – especially if current units appear to be perfectly functional.

But be warned: Trying to save money by sticking with obsolete hardware can actually cost more in the long run – in more ways than one. Aging units lead to escalating risks, each potentially more expensive than the last. Worst of all, antiquated systems – unable to adapt to emerging trends – rob your business of tomorrow's opportunities.

If your POS can't deliver the following benefits, it's time to consider investing in hardware. Ask yourself, "Can your POS..."



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#1.

Deliver 24/7 reliability



Risk of unit failure escalates with age. It's simply an undeniable fact. That's why food and beverage operators need to carefully consider all the ramifications of a terminal breaking down. Imagine if one of your devices fails – especially at the peak of traffic or during a key event? Consider the lost sales compounded by frustrating delays that leave guests grumbling.

#2.

Reduce energy use



If cost control is a top priority, using aging hardware isn't helping your cause. Older devices can produce exorbitant power bills for a host of reasons, including inefficient processors that generate excessive heat. By comparison, modern POS units "sip" electrical power, operating in an environmentally and economically sound fashion. As an aside, so-called "energy-saving" sleep settings on obsolete units serve little purpose. Why? Many F&B operators don't even bother to use them because units placed in sleep mode take too long to "come back to life."

#3.

Maximize restaurant space and sales



With sleek, WiFi-enabled designs, modern POS hardware can be placed virtually anywhere. They can be mounted to walls and freed from restrictive cables. Such benefits aren't just aesthetic; they boost efficiency. For example, units can be placed closer to customers, reducing staff's lengthy walks to and from their tables. Though it may seem like a minor adjustment, but such a move yields quicker service, happier customers and faster table turnover.

#4.

Offer new guest services



Modern POS units can do much more than take customer orders; they can serve as a portal to deliver customized content for guest engagement – for example providing nutrition or allergens information, or taxi availability. Most importantly, such information can be configured to best meet the needs of any particular location and be controlled to ensure appropriate use by staff and guests.

#5.

Improve security of business information



Hardware and operating systems are intrinsically linked – the older the hardware, the older the OS running on it. When that OS goes end of support and your hardware can't operate the next-generation OS, you're faced with a major predicament, as unsupported operating systems become increasingly vulnerable to security concerns. Considering that security experts now say cyber-attacks are virtually inevitable, it's more important than ever to upgrade your outdated technology.

#6.

Improve business valuation



Like any business, F&B enterprises are becoming increasingly dependent on technology. As a result, a restaurant's IT strategy and hardware selection play prominent roles in business valuation and receive intense scrutiny from potential buyers. When conducting their due diligence, investors seek every safeguard to protect their money. Confirming that operating systems are secure and POS units are functioning properly are now valuation prerequisites, especially in larger acquisitions.

#7.

Rejuvenate your brand



Looks may not be everything, but the aesthetic appeal of modern POS units shouldn't be discounted. With sleek, dynamic screens, they represent a vivid contrast compared with models that are even a few years old. To customers and staff alike, an investment in hardware sends a clear message that the enterprise is investing in their future.

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Better Together

Oracle Hospitality delivers cloud technology systems to food and beverage and hotel enterprises, enhancing management and operations to elevate the guest experience. Our portfolio of hardware and software solutions optimizes performance – while reducing IT cost and complexity – for an array of hospitality entities, including restaurants, hotels, bars, coffee shops, stadiums and casinos.

With its purpose-built hardware – engineered to work seamlessly with Oracle software for better performance, reliability and energy use – Oracle has pioneered hospitality IT innovations for more than 35 years and become the industry's preferred solutions provider. Our technology, including point of sale, property management, loyalty, reporting, mobility, inventory management, labor management and loss prevention, is used in more than 200,000 locations across 180 countries and facilitates 34 million transactions per day.



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