Intelligent Systems in Retail
Powered by Windows Embedded
Intelligent Systems: Reimagining Retail

Success in today’s competitive retail market demands the ability to build deeper customer engagements while responding to evolving business opportunities. A flexible and connected intelligent system provides organizations the agility to meet this challenge. Devices, tools, and solutions that secure and connect data can deliver business intelligence and deep insights when backed by a trusted platform. Your enterprise can become an agile, end-to-end, intelligent retail enterprise, with the ability to act in real time, driving experiences that are personal, seamless, and differentiated.

The inherent value of an intelligent system and devices that use Windows Embedded is in the data that can be collected and distributed throughout a company’s workforce and customer base. An intelligent system collects and sends information to data centers (based onsite or in the cloud) to be analytically transformed into deep insight and business intelligence. The combination of network connectivity, coupled with anytime, anywhere access to executable data, makes Windows Embedded a critical source of the enterprise value derived from intelligent systems.

With intelligent systems powered by Windows Embedded, you will be able to:

- Deliver seamless, personalized, and differentiated experiences—whether online, in-store, on the go, and in any combination—across multiple channels and any device.
- Collect, analyze, and help secure your customer and business data, transforming the data into actionable business insights and surfacing new business opportunities.
- Empower your people with high-performance and specialized devices built on one trusted platform that is connected across your enterprise to enable collaboration, data accuracy for decision making, and consistent, real-time inventory and pricing information.

Choose Windows Embedded to transform your enterprise into an end-to-end retail engine—one that is agile and effective in serving both customer experience and business excellence, without compromise.

Connect with customers on their terms

Today, a thriving retail enterprise is likely to be a distributed enterprise—sourcing and selling new goods in an increasing number of markets. New economies of scale and operating efficiencies are within reach, enabling intelligent systems where data flows across the entire enterprise, collecting valuable data from virtually anywhere. Windows Embedded addresses these retail needs with purpose-built products for a range of specialized retail devices.

| Point of Sale | Modern point-of-sale devices can help increase sales, track inventory, and keep everything simple, while enhancing customer service, improving efficiency, and offering secure transactions. |
| Kiosks | Interactive kiosks can help associates turn objections into transactions and inform customers, driving self-directed shopping experiences with accurate gift registry, inventory, pricing, and billing information. |
| Digital Signage | Digital signage can create a unique, personalized, and immersive brand experience by building brand awareness, influencing purchase decisions, and delivering a guided customer experience. |
| Store Servers | Store servers help your business capture in-store data and develop a robust data model and data processing so retailers can better engage customers through improved customer relationship management, self-checkout, and digital signage. |
| Handheld | Handheld devices enable rich data collection and, with back-end integration, can give your employees a competitive edge by delivering actionable insights across your entire enterprise. |
| Thin Client | Thin client devices empower your team with access to deeper back-end systems and rich, relevant data. Their lightweight hardware and software requirements are not only easier to maintain, they also give you the ability to roll out new applications faster. |
Specialized devices for immersive experiences
Windows Embedded Systems for Retail Powered by Windows Embedded

**Industry**

Windows Embedded 8 Industry extends Windows 8 to a range of edge devices across retail, including specialty and big box stores, quick service restaurants, grocery, pharmacy, as well as hotels, gaming/casinos, and other hospitality organizations. The devices interact with other systems as they perform specialized functions in a highly secure and reliable way.

**Standard**

Windows Embedded 8 Standard is a modular operating system that provides enterprises and device manufacturers the freedom to choose which capabilities will be part of their industry devices and intelligent system solutions. Based on Windows 8, Windows Embedded 8 Standard features technologies to create rich, multitouch experiences that keep customers engaged and employees informed and productive, as well as lockdown tools to help ensure it’s targeted, secure, and consistent.

**Pro**

Windows Embedded 8 Pro delivers the full power of the Windows 8 operating system in a version designed specifically for industry devices within intelligent systems. Gain improvements in power management, connectivity, and enterprise integration with a Windows 8 intelligent system that advances business growth.

**Handheld**

Windows Embedded 8 Handheld, for the next generation of Microsoft line-of-business handheld devices built on Windows Phone 8, improves customers’ experiences, automates data collection, and improves workforce productivity. Windows Embedded 8 Handheld reimagnes handheld devices, harnessing the platform’s rich, multitouch Windows Phone 8 user interface and built-in security, as well as enterprise management and business productivity tools.

**Server 2012**

Windows Server 2012 for Embedded Systems offers a high-performance, highly available, and security-enhanced operating system for building server appliances in a wide variety of industries where long-term product availability is essential, particularly in intelligent systems architectures. It helps increase hardware use and optimizes data storage efficiency with scale and performance advantages. You can build server appliances that run Microsoft SQL Server 2012 for embedded systems databases for enhanced business intelligence, interoperate with client computers, and connect to the cloud.

**Compact**

Windows Embedded Compact 2013 is the Microsoft platform for small-footprint devices needing flexible hardware and hard, real-time support. The operating system helps device manufacturers bring intelligent systems to market that stand out through attractive, intuitive user experiences and seamless connections to cloud services.

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**VIEWABLE: A POS system** is operated by employees to record transactions of goods or services and process payments.

**KIOSK: SELF-SERVICE**

A self-service system is used by customers to record transactions of goods or services and process payments.

**VENDING: A vending machine** is used by customers and dispenses or receives goods or services and processes payments.

**INFORMATIONAL: An informational kiosk** is used by customers interactively to obtain information about a given subject.

**SIGNAGE: Digital signage engages customers with sales promotions and more, and can convey tasks and scheduling to employees.**

**THIN CLIENTS: A thin client** is a device intended to connect to a remote desktop.

**HANDHELD: Handheld terminals enable mobile-device scenarios in a multitude of difficult environments.**

**PERIPHERALS: Peripheral devices support a point-of-service device and can expand the host’s capabilities.**

**STORE SERVERS: Provides ability to collect, monitor and analyze in-store data through reliable remote access management.**

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**Cash Register for:**
- Mass Merchandise
- Department Store
- Specialty Retail
- Grocery
- Restaurant
- Hotel
- Pharmacy
- Quick Service Restaurants

**Self-Service for:**
- Self-Checkout
- Quick-Service and Order
- Product Availability/Size
- Restaurant (QSR) Self-Order
- Guided Selling

**Vending for:**
- DVD Rental
- Gas/Petrol Pumps
- Photo Processing
- Recyclables
- Coin Exchange
- Food/Drink Product

**Data and Information for:**
- Wine Sommelier
- product Catalog
- Photo Kiosk
- Product Ordering Kiosk
- Current Inventory
- Available Services

**Digital Signage for:**
- Advertising
- Promotions
- Transit Times (Arrivals/Departures)
- Menu
- Environmental Experience
- Available Services
- Event Schedules
- Planned Activities
- Package Options

**Thin Client for:**
- Reservations
- Check-in
- Call Center
- Current Inventory
- Place Order
- Order Status
- Registration

**Handheld for:**
- RFID Scanner
- SKU Scanner
- Printer

**Peripheral for:**
- Receipt Printer
- Card Reader
- Scale
- Chip and Pin

**Store Servers for:**
- Retail Stores
- Gas Stations
- POS Servers

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**Handheld POS**

- Subway Ticketing
- Gift Registry
- Airline Check-in
- Hotel Check-in/out
- In-Store Online Purchase
- Interactive Dressing Room
- Pay Phone
- Internet
- Gaming
- Food

**Point-of-Service Signage**

- Human Resources
- Claims
- Security Check Point
- Passport Validation
- Schedule for Appointments
- Directory
- Wayfinder

**Hotel Reservations**

- Guest Services
- Customer Service
- Retail Store
- Restaurant
- Register for Excursion
- Employee Training

**Receiving**

- Returns/Transfers
- Price Verification
- Ticketing
- Stock Availability and Replenishment

**Receipts**

- Credit Card Transactions
- Product Weight
- Daily Specials
- Daily Menu
- Promos

**Customer Experience Management**

- Business Intelligence Systems
- In-Store Sales Reporting and Forecasting
- Product Replenishment
- Payroll Management
- Training
- Inventory Management

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The familiar Microsoft Visual Studio tools and .NET Framework provide a common development environment for retail and hospitality applications.

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Benefits of Windows Embedded

Windows Embedded provides one trusted platform for retail businesses, including specialty and big box stores, quick service restaurants, grocery, pharmacy, as well as hotels, gaming/casinos, and other hospitality organizations to connect their devices and systems, surfacing new business opportunities and driving innovation.

**One trusted platform**
Windows Embedded minimizes operational risk and IT complexity with one trusted platform on which retail businesses can deploy and manage innovative solutions while they move to contain costs and capitalize on evolving opportunities.

**Fits your needs**
Windows Embedded fits with the need of retail and hospitality businesses to serve customers with efficiency and personalized attention, whether attended or self-directed.

**Extends business intelligence to increase business opportunity**
Windows Embedded extends intelligence across retail organizations, making it possible to act on insights that would otherwise be out of reach and increasing opportunities to engage with the customer on their terms.

An extensive partner and community ecosystem

Intelligent systems enhance the business value of specialized devices that collect and receive data at the point of impact. Partners are an integral part of realizing the value of intelligent systems by delivering the devices that are necessary at the edge, integrating with back-end systems, and developing the applications and services to create solutions that will deliver insights and drive action.

For more information

- Learn more about intelligent systems and partner opportunities at [www.windowsembedded.com](http://www.windowsembedded.com).