

The Official Guide to
Choosing Your

Point of Sale

Revel Systems

Power ambition. Seize your future.



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Why do I need a Point of Sale (POS)?

Owning a business is not easy. Business owners rely on efficient tools to help run every aspect of their business, from finances to operations. These business tools can range from simple paper-and-pen tracking to cash registers, or even tablet-based POS systems. There is no stronger tool to manage a business—from employee management to mobile ordering—than a POS system.

The POS is the heart of your business. It is where sales are made and what business owners use to gain insight on their business performance. A POS is an all-in-one system with more functionality than a cash register; it eases management processes in a number of ways. Features such as sales reporting and inventory management can save a business owner significant time and costs. There are consequences to selecting the wrong POS; it can negatively impact business sales potential. Choosing a POS system is a BIG decision for a business owner, and this guide will detail everything you need to know about selecting the right system for your business.



Key decisions

Take these key decisions into consideration when selecting the best-fit POS system for your business:

- 1 Ease of Use
- 2 Cost and Value
- 3 Fast Customer Checkout
- 4 Reporting Capabilities
- 5 Uninterrupted Service
- 6 Customization
- 7 Data Security
- 8 Ability to Scale
- 9 Customer Support

Throughout this guide we've broken down each of these 9 key decisions to help you select the right POS system for your business.

1

Ease of Use

How easy will it be for me to use the point of sale system?

Your POS should be easy to use. Every second you aren't making a sale is money lost, which is why you want your selected POS to be simple to learn with a friendly interface for both you and your employees.

Make sure your POS meets this key decision maker by checking off the **Ease of Use Checklist**.

- ✓ Intuitive interface
- ✓ Fast employee training
- ✓ Small learning curve
- ✓ Preconfigured hardware

“The installation time and training with Revel is simple and fast. It’s a very easy transition and new employees get it within just a few minutes.”

- Fred Morgan, Fired Pie

With Revel Systems, your POS runs exclusively on iPads and your Management Console is easily accessible on any computer with Internet access. Because Revel runs on the popular and widely used iPad, the learning curve is short and employee training is a breeze.

2

Cost and Value

How much will this cost me?

What value does it hold for my business?

Cost. It is an important and crucial decision maker in any buying decision. You must ask yourself: how much will this cost me, and more importantly, how much value will I get in return? The adage, “you get what you pay for,” holds true for point of sale systems. Sometimes a higher upfront cost is worth the long-term reward. Compare cost and value when determining the best POS system for your business.

Make sure your POS meets this key decision maker by checking off the **Cost and Value Checklist**.

- ✓ Strong ROI
- ✓ Value outweighs cost for your business
- ✓ Customizable according to your exact business needs
- ✓ Made to scale



“Revel has really helped our business grow over the last year. The data is very, very clean with Revel. It really helps us manage the business and keep track of the different way we feed people on a daily basis.”

- Maxwell Cohen, Proposition Chicken

When evaluating POS systems, it’s important to take your business needs into consideration. While some POS providers boast low prices or freebies, with Revel your business gains more than just a tablet register. It gains a complete business platform. We don’t believe in nickel and diming for the features you need. Inventory management, employee management, reporting and analytics all come standard.

3

Fast Customer Checkout

How quickly can I serve my customers?

At Revel we understand your speed of service impacts your daily sales total. The equation is simple: faster service = more sales. Understand your POS system's speed of service and ability to take orders. Ensure it can handle high volume transactions during those busy rushes so your business never misses a sales opportunity.

Make sure your POS meets this key decision maker by checking off the **Fast Customer Checkout Checklist**.

- ✓ Fast order processing
- ✓ Hybrid architecture for uninterrupted service
- ✓ Customer facing display
- ✓ Touchscreen

Revel was built with quick-service in mind and helps businesses deliver speedy service. Starting with the POS, Revel empowers front-of-house staff to place and send orders directly back to the kitchen display system, keeping kitchen staff up to date as new orders arrive. Revel's integrated system helps get customers in and out, and ready to return for more.

“For the customers, they swipe and everything is done a lot quicker because we key it in real fast, they swipe real fast, they get their order, and it's like a hit and run.”

- Geri LaGiglio, Lyric Opera House

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Reporting Capabilities

What kind of reporting and analytics will I get?

Gaining performance insight is essential to growing your business. Through reporting and analytic suites, you can determine best and worst selling items in real-time as well as individual buying behavior. With such valuable data, you can confidently strategize next steps for product offerings and management processes.

Make sure your POS meets this key decision maker by checking off the **Reporting Capabilities Checklist**.

- ✓ Real-time reporting
- ✓ Accessible anytime, anywhere
- ✓ Detailed summary reports
- ✓ Enterprise reporting

With sales data, customer insights, and workforce reports at your fingertips, you can leverage Revel to compare real-time data with historical trends to guide your business decisions. Access quick insights directly on the POS, and more in-depth reports from your Management Console.

“The nice thing about Revel is now we have the historical data, and now we can do repeat events and pull our old data. Our rate of repeat customers has increased and is now 20% of our sales.”

- Cody & Kristen Fields, mmmpanadas

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Uninterrupted Service

What happens to my POS and sales if the Internet goes down?

When running on a cloud-based POS solution, there is the risk of business interruption due to an Internet slow-down or power outage. These crisis scenarios can impact POS performance and lead to sales loss. Make sure your POS's functionalities remain uninterrupted during Internet loss so that sales transactions can continue offline and no data capture is missed in the process.

Make sure your POS meets this key decision maker by checking off the **High Performance Checklist**.

- ✓ Ability to securely process sales transactions during Internet loss
- ✓ POS data saved during Internet loss
- ✓ Automated data re-sync when the Internet returns
- ✓ Controlled parameters for offline credit card payments

Revel enables business owners to confidently keep operations running, even if an Internet connection goes down. Always on Mode allows your POS to run undisturbed offline or on a local network and automatically re-syncs when Internet connection returns.

“The Revel point of sale now has the ability to continue doing its job even if I lose Internet.”

- Michael Lappert, Lappert's Ice Cream



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Customization

Can I customize my POS and tailor it specifically to my business needs?

Every business has different needs and wants. For example, a restaurant owner might be more interested in split bills and tableside ordering capabilities, while a retail establishment might be more interested in a matrix inventory feature. Make sure you have the ability to customize your POS to your exact business needs and wants by adding features and integrations.

Make sure your POS meets this key decision maker by checking off the **Customization Checklist**.

“With Revel’s ability to customize so deeply, it’s made our lives easier. We generate more money and that’s what I like about it.”

- Phillip Gomez, Patty’s Cakes

- ✓ Multiple ‘Settings’ options to customize specific behaviors
- ✓ Integration with third party applications and quality hardware
- ✓ Flexible architecture
- ✓ Direct contact with a vendor to help customize your POS

Revel understands that one size doesn’t fit all – which is why the system is customized to your unique business needs. From flexible menu building and inventory structure to settings and add-on services, Revel enables operators to create the right system for their business.

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Data Security

Will my business and customer data be secure?

What could a POS security breach cost your business? Factoring in the cost of an investigation, legal fees, potential fines and lawsuits, reputation damage, and a likely decrease in customer loyalty, your business could be out millions of dollars. Avoid such scenarios by ensuring your business and customer data is secure with payment card industry (PCI) compliance and point to point (P2P) encryption.

Make sure your POS meets this key decision maker by checking off the **Data Security Checklist**.

- ✓ PCI/P2PE compliance
- ✓ Europay, Mastercard and Visa (EMV) standards
- ✓ Network security
- ✓ Malware protection

Upgrade to the latest in payment processing security with Revel, a solution that offers the highest levels of data security. Revel offers EMV-compliant technology ensuring both your customers' and your business data remains secure.



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Ability to Scale

As my business grows, will my POS grow with me?

As your business grows, you want a POS that is made to scale and can grow with you. Think ahead and understand how your POS can provide tools to simplify managing a multi-location business. Efficient processes, such as the ability to push changes across numerous establishments from one management console, can save a business countless hours. Look into how your POS can scale with your business as it grows to avoid the need to replace anything in the future.

Make sure your POS meets this key decision maker by checking off the **Ability to Scale Checklist**.

- ✓ Central management console
- ✓ Enterprise reporting
- ✓ Multi-location management
- ✓ Global products, settings & employee management

Revel's Enterprise Management System provides multi-location businesses the ability to manage every location from a single platform, enabling management to centralize products and menu items and create universal settings. As a cloud-based management system, your POS system easily scales as your business grows.

“Real-time reporting is a feature I can't live without anymore. As we grow, I'm not able to travel to each store every day. Knowing that I can keep track of every store's lunch rush or dinner traffic is invaluable.”

- Rosemary Diaz, Xochimex Cantina



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Customer Support

What does the customer support package look like?

Success! You've decided on the perfect POS system for your business. Now what? You may need help setting up your system or understanding how to use it. How are you going to get your questions answered moving forward? Customer support is a huge factor to consider when selecting a POS. Look into customer support options and make sure you can reach out to a representative at any time of the day to attend to your POS needs.

Make sure your POS meets this key decision maker by checking off the **Customer Support Checklist**.

- ✓ 24/7 phone support
- ✓ Remote troubleshooting
- ✓ Web ticket submission
- ✓ Dedicated account manager

Whether you prefer phone support or on-line service, Revel's support team is available 24/7 to assist your business if an issue arises. Looking for more support? Revel also offers installation and ongoing dedicated account management services.



About Revel Systems

Revel Systems powers the ambitions of restaurants and retailers with a robust cloud-based POS and business management system. The Revel Essentials™ solution, which has been deployed at thousands of customer locations, is designed for the needs of small chains or single sites. The Revel Enterprise™ solution is tailored for large chains and leads the industry with a broad footprint of national, big brand customer implementations. Improving day-to-day operations and fueling merchant growth, Revel's streamlined ecosystem helps customers seize their future by pairing an intuitive POS with powerful management tools on a single platform. Founded in 2010 with major offices in Atlanta, Lithuania, and San Francisco, Revel is a leading member of the Apple Enterprise Mobility Program.

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