



HP Retail Solutions

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Agenda

- HP
- Retail Alliance
- Elitepad
- Retail Jacket
- Guided Selling
- Innovationen / Market Trends
- Q&A



HP Point-of-Sale Solutions

All-in One



RP7

- Touch-enabled, high performance all-in-one
- Sleek, compact form factor
- Flexible configurations

Modular



RP5

- Multi-purpose platform
- High-performance Intel processors
- Advanced remote manageability capabilities

Mobile



HP ElitePad Mobile POS

- Featuring the HP ElitePad

HP ElitePad POS Solution

Create a personalized customer experience



Delight

consumers with unique, content rich experiences

Empower

associates with critical information at the point of decision

Complete

sales right on the store floor with integrated peripherals

Enable

mobile manager functionalities



HP ElitePad Expansion Jacket⁴

Put productivity at your fingertips

- 2 USB 2.0 ports
- 1 HDMI video out
- 1 full size SD slot for convenient file transfers
- Pass-through docking allows convenient docking without removing jacket
- Pass-through stereo sound
- Security screw keeps jacket safely in place



Was ist „Guided Selling“?

- Kaufanreize für Kunden schaffen
- Personalisierten Service anbieten
- Warenverfügbarkeit prüfen
- Kanalübergreifendes Ordering
- Zahlen



Trends

- Elitepad als Kundeninteraktion / Umkleide
- BI
- Flexible Shop Konzepte
- Leasing Modelle aus der Cloud
- Gestensteuerung/Schaufenster
- Nachverfolgbare Croupons



Call to Action

Q&A ?

