



The financial impacts of Modern POS

A comprehensive guide to the ROI of
investing in modern POS technology

aptos®

Introduction: The hidden costs of outdated POS systems

Today's point of sale system represents far more than a transaction processor—it's the nerve center of customer experience, inventory management and operational efficiency. Yet many retailers continue operating with legacy systems that create hidden costs and missed opportunities throughout their organization.

Modern POS technology has evolved from cash registers to comprehensive engagement platforms that can drive measurable financial impact across multiple dimensions of your business. This guide examines several key areas where retailers are realizing tangible returns on their POS investments, providing you with the framework to evaluate your own potential ROI.

Why Modern POS matters now

Today's retail environment demands agility, mobility and seamless omnichannel experiences. Legacy systems built for a different era often become barriers to growth, creating friction in customer interactions and operational bottlenecks that compound over time. The financial impact of these limitations extends far beyond the obvious technology costs.



What you'll learn

This guide will help you understand and quantify the financial benefits of modern POS systems across eight critical areas:

- Revenue generation through enhanced mobility
- Cost savings through operational efficiency
- Productivity gains through intuitive design
- Hardware optimization and flexibility
- Pricing advantages
- Infrastructure cost reductions
- Promotional agility and effectiveness
- Integration efficiency and speed



Benefits Safe Harbor

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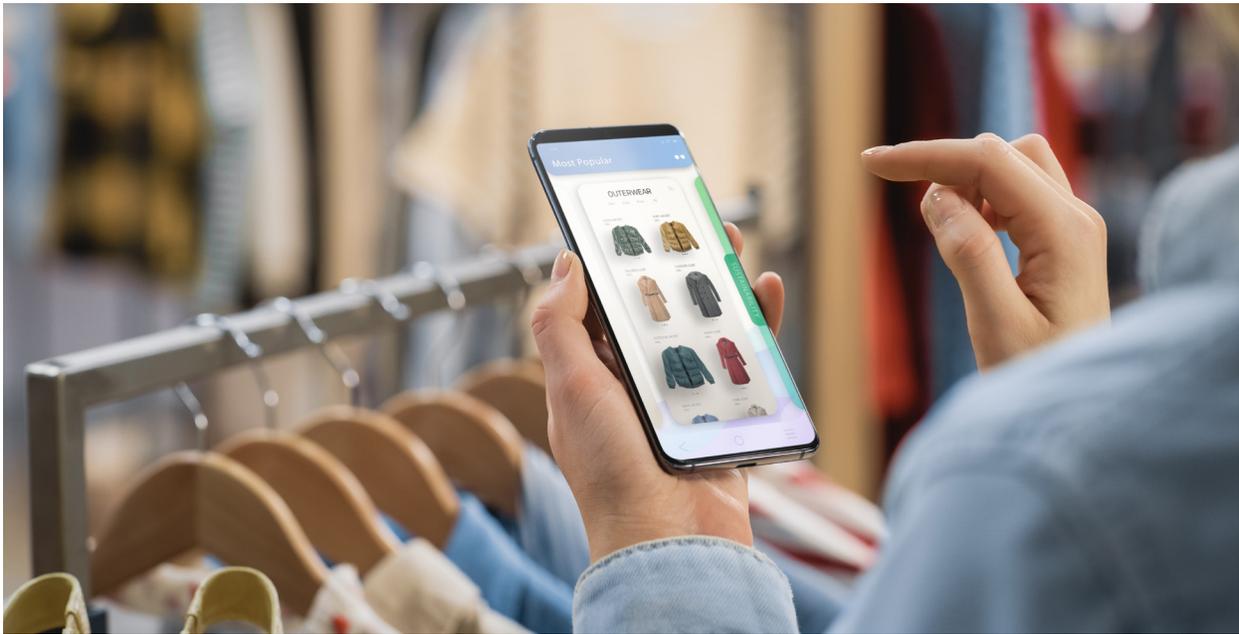


Revenue generation opportunities

Mobile-first, omnichannel native modern POS solutions are ideally suited to driving new revenue.

In-store mobility: Transforming customer engagement

Modern POS systems built with mobile-first designs create immediate opportunities for revenue growth by enabling associates to engage customers throughout the store, not just at fixed checkout counters.



Key revenue drivers:

- **Higher conversion rates:** Associates equipped with real-time customer, product and inventory information can provide better recommendations and close more sales.
- **Increased basket size:** Mobile associates can suggest complementary items and upsells during the shopping experience.
- **Improved customer experience:** Seamless transitions between mobile and fixed systems eliminate checkout bottlenecks and ensure associates can help every customer no matter where they are in the store.

ROI estimation questions

- What is your current average basket size for in-store transactions?
- How many store transactions do you conduct annually?
- What percentage increase in basket size might you achieve with seamless mobile POS adoption?

Outside-the-store mobility: Expanding revenue opportunities

Modern POS systems make it economically viable to sell at corporate events, local activations and pop-up locations by eliminating the complexity and cost of traditional event-based selling.

Revenue expansion opportunities:

- **Corporate events:** Streamlined setup and execution enables participation in more high-value marketing events.
- **Local store events:** Simplified technology and flexible connectivity options make it easy for stores to start selling in non-traditional locations where their local customers gather.



ROI estimation questions

- How many corporate-produced events and activations do you produce per year?
- How much revenue do each of those corporate events typically generate?
- How many more corporate events might you produce if the selling technology was faster and cheaper to set up, easier to learn and more tightly integrated to omnichannel selling tools?
- How many local store events do your stores attend every year?
- How much revenue do these local events typically generate?
- How many more events might your stores attend if the selling technology had much more reliable connectivity, was easier to set up, was easier to use to sell and if each event required bringing less on-site inventory?

More personalized selling: Increasing transaction size

Modern POS systems put the full selling power of personalization in every associate's hands, no matter where they interact with a shopper.



Revenue expansion opportunities:

- **Cross-selling:** Rich past purchase history make it easy for associates to recommend items that complement past purchases.
- **Up selling:** With insights into what a customer likes, associates can introduce premium alternatives and highlight new arrivals in preferred categories
- **Targeted promotions:** Associates can increase conversions and transaction sizes through exclusive deals based on purchase patterns, loyalty rewards or early access to new items and bundled offers that align with customer interests.

ROI estimation questions

- How many store transactions do you process per year where the customer is identified?
- What is the average revenue for those transactions where the customer is known?
- What would be the estimated increase in average revenue per transaction (where the customer is identified) if associates had easy, mobile access to customer past purchases, loyalty status and preferences?

Integrated omnichannel selling: Improving conversion rates

Modern POS systems bring every interaction in every selling channel to life to ensure that every journey is connected, integrated and seamless.

Revenue expansion opportunities:

- **Add-on selling:** Making it easy for customers to add on to their store pickup orders by including all purchases in one transaction encourages shopping while in the store.
- **Endless aisle:** Access to enterprise-wide inventory helps associates save every sale.
- **Omnichannel returns:** Real-time access to all purchases across all channels makes it easy to return in the store, which encourages store visits (and new purchases while there) for returns.

ROI estimation questions

- How many in-store pickup orders do you process every year?
- How much would the average add-on revenue increase if associates had the ability to easily call up and add to existing orders placed outside the store?
- How many more store visits might you expect if in-store returns of online purchases were seamless, fast and painless for the customer?
- What is the average revenue per additional store visit that results from easy, painless store returns?



Cost reduction strategies

Implementing modern POS solutions can bring numerous opportunities to reduce costs, which multiply as store and device counts grow.

Hardware flexibility: Maximizing technology investments

Modern POS systems running on iOS and Android devices offer significant cost advantages over traditional Windows-based systems while providing greater flexibility and functionality.

Cost savings areas:

- **Lower hardware costs:** Consumer-grade devices cost significantly less than specialized POS hardware.
- **Reduced maintenance:** Mobile devices require less IT support than Windows-based systems.
- **Shared peripherals:** Flexible architecture enables sharing of expensive peripherals across multiple devices.
- **Longer refresh cycles:** Consumer devices often have longer useful lives than traditional POS hardware.

ROI estimation questions

- How many Windows POS devices do you currently maintain?
- How much time is spent supporting, updating and replacing those devices?
- What might the cost/time savings be for purchasing, maintaining and updating iOS or Android devices when compared to Windows POS devices?
- Are there opportunities to take advantage of any shared peripherals in your stores?
- How much could be saved by sharing those peripherals?
- Are there opportunities for hybrid POS devices that seamlessly convert from fixed to mobile (and back) to enable associates to be mobile?
- How many mobile devices per store could be eliminated by converting some (or all) fixed tills to hybrid POS devices?

Transaction-based pricing: Eliminating device proliferation costs

Traditional per-device software licensing creates artificial constraints on hardware deployment. Transaction-based pricing models eliminate software fees for additional devices, enabling retailers to deploy optimal hardware configurations without budget constraints.

Cost elimination opportunities:

- **Depot devices:** No software fees for replacement devices.
- **Event devices:** No additional licensing for temporary or seasonal equipment.
- **Mobile devices:** No extra fees for line-busting or mobile-selling devices.
- **Expansion devices:** No software costs for additional devices during growth periods.



ROI estimation questions

- How many POS devices do you maintain as “depot” devices for use as replacements when devices fail in your stores?
- How many POS devices do you maintain for corporate-produced events and activations?
- How many mobile devices do you maintain for the stores to use for line busting on peak days and for outside the store events?
- How many more devices would you need to maintain if you were to add more corporate-produced events?
- How many more devices would you need to maintain if you were to add more local store events?

Serverless architecture: Eliminating infrastructure costs

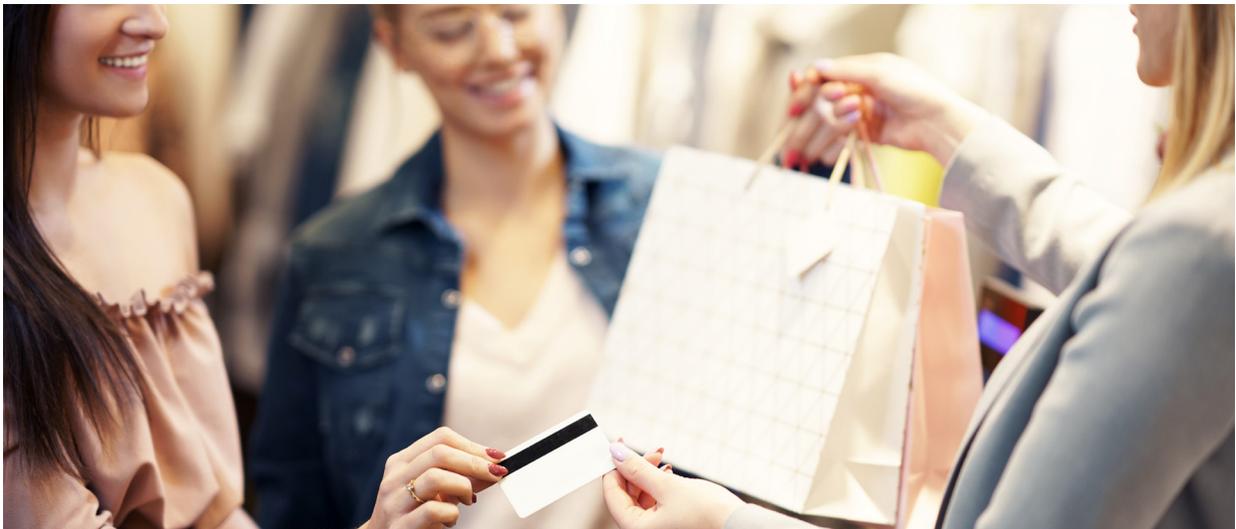
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Infrastructure cost savings:

- **Hardware elimination:** There is no longer a need for in-store server purchases, maintenance or replacements.
- **Support reduction:** Centralized management reduces IT support requirements.
- **Polling elimination:** Real-time data access eliminates the costs and delays associated with polling.
- **Performance improvement:** Immediate access to performance data improves decision-making accuracy and speed.
- **Long-term financial impact:** Every store conversion to serverless architecture eliminates ongoing IT costs for server maintenance, support and eventual replacement—costs that compound over time.

ROI estimation questions

- How many stores do you intend to upgrade to Modern POS?
- What do you spend in IT costs supporting, maintaining and replacing ISPs in those stores?
- What is the cost to poll each of those ISPs?
- How much revenue is lost because of delays/limits to store performance data due to trickle polling?



Operational efficiency gains

Intuitive user experiences: Accelerating productivity

Modern POS systems with intuitive, mobile-first interfaces dramatically reduce training time and improve associate productivity all year long, with many of the benefits spiking during peak seasons and with temporary staff.

Productivity improvements:

- **Faster training:** Associates can become productive in under an hour versus days or weeks with legacy systems.
- **Reduced errors:** Intuitive interfaces minimize transaction mistakes and associated costs.
- **Flexible staffing:** Quickly train temporary staff for better peak season and mobile event staffing.

ROI estimation questions

- How many new full-time store associates do you hire per year?
- How many temporary seasonal store associates do you hire every year?
- How long does it typically take for each new associate to become a productive seller?
- How many selling days are lost for each new associate during their training?
- What is the average hourly wage paid to new associates while they are in training?
- How do you staff corporate-led pop-up events and activations? If staffed by new or temporary teams, how long does it take to get them trained? What is their hourly wage?

Agile release cycles: Staying competitive

Modern POS platforms deliver new capabilities through frequent releases, ensuring stores always have access to the latest features and fixes without major upgrade projects.

Business agility benefits:

- **Faster Problem Resolution:** Issues are addressed in weeks or months, not years.
- **Competitive Advantage:** New capabilities reach stores quickly.
- **Reduced Upgrade Costs:** Incremental improvements eliminate expensive major upgrades.
- **Revenue protection:** Retailers typically receive several releases per year, ensuring continuous improvement and competitive positioning. The cost of delayed access to new capabilities in many cases can potentially exceed the investment in modern POS technology.

ROI estimation questions

- How often do you upgrade POS in your stores today?
- Are there costs associated with the delayed availability of corrections and enhancements to current POS capabilities?
- How much revenue is missed by being slow to receive new POS capabilities and innovations?
- How much of that missed revenue could be captured by giving your stores (much) more frequent releases?

ROI calculation framework

Comprehensive ROI assessment

To accurately assess the financial impact of modern POS technology in your business, consider both direct and indirect benefits across multiple time horizons.

Year 1 benefits:

- Hardware cost savings
- Training time reduction
- Immediate productivity gains in every store
- Better customer experiences
- Event revenue expansion

Long-term strategic benefits:

- Competitive positioning
- Customer experience improvements
- Operational flexibility
- Integration efficiency

Ongoing annual benefits

- Increased sales from inside-the-store mobility
- Increased sales from outside-the-store mobility
- Increased sales from seamless omnichannel selling
- Better, more agile store experiences
- Reduced IT support costs
- Reduced hardware investments and support
- Eliminated server maintenance
- Improved promotional effectiveness

Key metrics to track

Revenue metrics:

- Comparable / same store sales growth
- Average transaction value
- Conversion rate improvements
- Event revenue generation

Operational metrics

- Time to productivity for new associates
- System uptime improvements
- Promotional setup time reduction
- Release deployment efficiency

Cost metrics:

- IT support cost reduction
- Training time savings
- Hardware cost savings
- Integration cost reduction
- Payroll savings



Implementation considerations

Planning your modern POS investment

Phase 1: Assessment and planning

- Audit current POS capabilities and costs
- Identify highest-impact improvement opportunities
- Develop ROI projections based on your specific business model
- Create implementation timeline and resource requirements

Phase 2: Pilot and validation

- Select pilot stores representing different operational scenarios
- Measure baseline performance metrics
- Deploy modern POS in pilot locations
- Validate ROI projections with actual results

Phase 3: Rollout and optimization

- Develop rollout plan based on pilot learnings
- Implement training programs for associates and management
- Deploy monitoring and measurement systems
- Continuously optimize based on performance data

Critical success factors

Change management:

- Engage store teams early in the process
- Provide comprehensive training and support
- Communicate benefits clearly to all stakeholders
- Monitor adoption and address resistance quickly

Technical considerations:

- Ensure adequate connectivity for mobile operations
- Plan for offline capabilities and resilience
- Integrate with existing systems and processes
- Establish support procedures for new technology

Performance measurement:

- Define success metrics before implementation
- Establish baseline measurements for comparison
- Monitor both financial and operational metrics
- Adjust strategies based on performance data



Conclusion: Building your business case

The financial imperative

Modern POS technology represents a strategic investment that delivers measurable returns across multiple dimensions of retail operations. The evidence from successful implementations demonstrates that retailers can achieve significant financial benefits through:

- **Revenue Growth:** Many achieve 4% or more in comparable sales increases.
- **Cost Reduction:** Elimination of infrastructure and support costs.
- **Operational Efficiency:** Dramatic improvements in training time and productivity.
- **Strategic Agility:** Faster response to market conditions and opportunities.



Taking action

The retailers achieving the greatest success with modern POS technology share common characteristics:

- They view POS as a strategic platform, not just a transaction processor.
- They prioritize mobile-first capabilities and omnichannel integration.
- They measure success across multiple dimensions, not just technology metrics.
- They invest in change management and associate training.

The Cost of Inaction

Perhaps more important than the benefits of modern POS technology are the costs of maintaining legacy systems. Every day of delay represents:

- Lost revenue opportunities from improved customer engagement.
- Continued inefficiencies in operations and training.
- Increased risk of competitive disadvantage.
- Ongoing costs of maintaining outdated infrastructure.

Your next steps

1. **Assess Your Current State:** Evaluate existing POS capabilities and identify improvement opportunities.
2. **Quantify the Opportunity:** Use the frameworks in this guide to calculate potential ROI.
3. **Develop Your Business Case:** Create compelling financial justification for modern POS investment.
4. **Plan Your Implementation:** Design a phased approach that minimizes risk and maximizes learning.
5. **Measure and Optimize:** Continuously monitor performance and adjust strategies for maximum impact.

Final Thoughts

The transition to modern POS technology is not just about replacing old systems—it's about transforming your retail operations for sustained competitive advantage. The retailers who act now will be best positioned to capture the full financial benefits of this transformative technology.

The question is not whether to invest in modern POS technology, but how quickly can you realize the benefits for your business.

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Aptos ONE: Modern POS powering the modern store

Mobile-first, built-from-scratch Point of Sale on the Aptos ONE unified commerce platform empowers the modern store to meet the ever-expanding expectations of today's shoppers.

Aptos ONE is more than just a point of sale—it's a powerful platform that enhances every aspect of the customer journey. With the most robust functionality on the market, our POS solution is designed to handle every transaction with flexibility and efficiency, adapt as your needs change, reduce maintenance and hardware costs, streamline store selling operations and deliver unparalleled shopping experiences that drive revenue.

See the difference Aptos ONE can make to your store experiences and your financial results.

[Learn more about Aptos ONE](#)