

## Equipment “Rebate or Refresh” White Paper

Point-of-Sale equipment is the backbone of an efficient solution that enables you to collect revenue efficiently. If your equipment malfunctions, whether from aging components, harsh environment issues or a poor manufacturing design, your customers experience service delays. Delays may result in losing valuable business. Many merchants accept this risk as they wait until a failure occurs to address the issue of fixing POS systems or investing in new equipment.

To add complexity to the downtime risk, many software vendors continually add features to their applications to address new marketplace needs, such as security issues, customer loyalty programs and back office integration. As software applications grow, the need for a more powerful CPU increases. The newest processors are very energy efficient and take full advantage of the Operating System sleep and suspend functions. Conversely, some software vendors are scaling back to a thin client application with a centralized server and a more powerful CPU is not needed. The thinner applications enable the merchant to decide to operate with older equipment which can be refreshed to keep it in top condition. In either case, merchants can make business decisions with high ROI that provide long term savings.

You will need to decide which strategy is best to avoid service downtime- refreshing your older terminals or upgrading to a new efficient terminal. If you are using a Posiflex JIVA TP-5815, Posiflex Business Machines is presenting its customers a win-win offer to kick off 2010. Choose between a **\$100 rebate** to trade up from your JIVA terminal to the award winning, fan-free KS-6215 or an economical parts kit to refresh your workhorse JIVA terminal.

The \$100 rebate is an incentive to trade up to the fan-free KS-6215, the Best Channel Product of 2009 in Business Solutions magazine’s All-in-One category. See the January 2009 issue for Best Channel Vendor survey results and the September 2009 issue for Best Channel Product survey results of over 1400 resellers who voted in this survey.



<http://www.bsminfo.com/article.mvc/Business-Solutions-Issue-Archive-0001>

### Refresh your workhorse JIVA

If your software application continues to meet your needs, then the refresh strategy can significantly enhance the return on investment on the original JIVA system. The refresh option enables you to economically tune your workhorse JIVA POS system to extend reliability.

Don't wait for a heavily used component to wear out. Different business use environments place stress on different parts of the POS system. Work with your reseller to assess your systems and take advantage of inexpensive factory recertified parts to refresh individual components: touch panel, video inverter board, video I/O board, power supplies, fans, etc... Refreshing makes your original purchase decision even better.

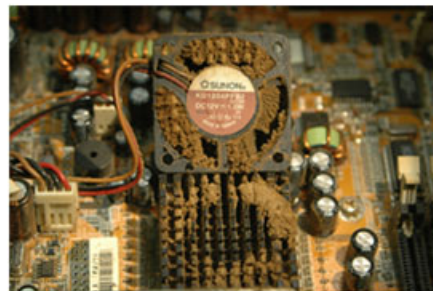


TP5815 fan cooled POS terminal

### **\$100 Rebate to Trade Up to fan-free KS-6215**

If you have been thinking about enhancing the shopping, purchasing or dining experience of your retail customers by improving how your staff is able to better assist them, discuss with your reseller what options are available and how a more powerful POS system will make the difference.

Also your hospitality or retail workplace may have changed since you first installed your POS systems. We know how important the airflow through the chassis is in cooling the system. But, also we know from service experience that hospitality and retail environments can actually be hostile to the interior of computer systems. We know that dust can accumulate on interior surfaces of electronics, but did you know that dust and grease can also accumulate and reduce the heat dissipation capabilities of the terminal design? Over time this kind of build up can significantly reduce the life of the electronic components.



**Interiors of typical fan-cooled systems with grease and dust build up on fans and heat sinks**

Four years ago, Posiflex introduced the KS series of fan-free All-in-One POS terminals. No internal airflow is required to cool the electronic components, hence there is no opportunity for dust and grease buildup. This design produces much higher reliability than traditional fan-cooled systems and the design requires less energy to run as well. This is a Green solution that actually saves up to 50% of energy usage compared to fan-cooled systems. Posiflex has offered energy saving “green” terminals for several years. A Posiflex fan-free system is your most economical Green POS solution!



**Fan free KS6215 POS terminal**

*So, how do you decide whether to trade up or continue to refurbish your equipment? Chose an option from the table below where you most agree with the descriptions on the right side.*

**Decision Table**

Rebate for Trade Up	Long term energy savings is important Current hardware dirty and not serviceable Want warranties and support contracts to ease potential downtime Current hardware in service more than 5 years Interested in faster performance Want to invest now for improved reliability
Refresh	Not concerned with saving energy costs Regularly service & clean POS terminals Current hardware on a support contract Current hardware in service less than 4 years POS software runs as fast as intended Do not require more connectivity/features

See the Posiflex Green Paper for Energy Savings calculations