

The POS Hardware Advantage for VARs

A Modernization Opportunity for Retail, QSR, Hospitality & Beyond

THE BILLION-DOLLAR(S) OPPORTUNITY

Today's POS environment is shaped by rapid changes in payment behavior, mobility adoption, and the rise of self service. For VARs, this shift creates one of the strongest upgrade cycles in years, driven by the need for faster throughput, omnichannel readiness, and modern payment capabilities.



- The global POS terminals market is projected to grow from just over **\$100B in 2024 to \$151.97B by 2029**¹, signaling sustained investment in hardware modernization.
- The U.S. POS market is forecast to expand from **\$5.61B (2023) to \$13.49B by 2030**³, driven by cloud adoption and digital payment acceleration.
- Contactless payments now account for roughly 75% of retail POS payment behavior globally¹.
- mPOS transaction volume is projected to grow from **\$3.78T (2024) to \$6.11T (2028)**¹.
- Restaurants integrating online ordering and modern POS systems have seen revenue increases up to 30%², proving the ROI of modernization.



Takeaway for VARs:

Businesses are replacing outdated POS systems faster than ever. **This is an ideal moment to deliver hardware refreshes, self service rollouts, and mobile POS deployments**—with Posiflex as the hardware backbone.

WHY BUSINESSES ARE UPGRADING NOW

Consumer Behavior Has Permanently Shifted

Contactless and mobile-first behaviors accelerated during the last five years, and most industries have maintained those habits. With 75% contactless usage and the exponential rise of mobile wallet adoption, businesses need hardware capable of handling fast, modern payment flows.

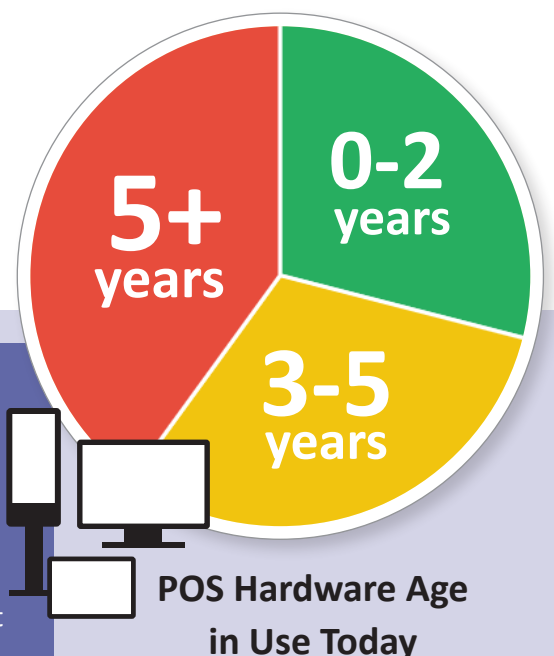
Omnichannel Is Now the Norm

Restaurants integrating POS with online ordering and delivery ecosystems achieved a 30% revenue increase, proving the operational necessity of POS modernization.

Outdated Hardware Is Holding Businesses Back

More than 40% of live POS hardware is 5+ years old, and only 29% is less than two years old, presenting a massive refresh opportunity.

- **40%** High potential for full POS hardware refresh
- **31%** Potential for refresh or add-ons (mounts, scanners, etc.)
- **29%** Future potential thru continual engagement



TARGET VERTICALS

RETAIL

Key Opportunity:

Large proportion of aging POS terminals (40%+ are 5+ years old).

Solutions VARs Can Propose:

- Front counter terminals
- Self-checkout kiosks
- Mobile POS for line busting
- Digital signage (menu/shelf screens)



QSR / FAST CASUAL RESTAURANTS

Market Growth:

Restaurant POS terminals growing from \$22.26B (2023) → \$38.16B (2030) ².

Solutions VARs Can Propose:

- Counter POS + kitchen display systems
- Drive-thru tablet workflows
- Self-order kiosks
- Tablets for curbside service

HOSPITALITY

Use Cases:

- Check-in kiosks
- Restaurant/bar POS
- Event tablets
- Retail/gift-shop POS

ENTERTAINMENT & VENUES

Use Cases:

- Ticketing kiosks
- Concessions checkout
- Mobile scanning
- Pop-up retail stands



CHANNEL VALUE FOR VARs

Attach Value-Added Opportunities

Every hardware deal can generate multiple revenue streams:

- Installation & staging
- On-site service packages
- Extended warranties
- Scanners, printers, mounts
- Digital signage controllers
- Payment terminal integrations
- Multi-year managed services

Multi-Site Standardization

The U.S. market's strong growth—**\$5.61B → \$13.49B by 2030**—means national and regional chains are actively standardizing their hardware stacks.

Posiflex's uniform design philosophy helps VARs:

- Reduce configuration overhead
- Simplify spare pool management
- Provide predictable service SLAs
- Lower deployment complexity

WHY VARs WIN WITH POSIFLEX

Posiflex helps VARs win by delivering reliable, easy-to-deploy POS hardware that fits any retail, QSR, or hospitality environment. Its durable terminals, kiosks, and mobile devices simplify rollouts, reduce support burden, and create strong opportunities for added services and recurring revenue.

DEPLOYMENT BLUEPRINT

Assess

- Identify aging hardware (5+ years)
- Validate need for contactless & mobility
- Review omnichannel workflows

Pilot

- Install terminals + kiosk + mobile POS
- Test real-world order flow, transaction speed

Roll Out

- Standardize across sites
- Add digital signage or KDS where needed

- **Reliable, high-uptime hardware** that reduces service calls and supports long-term customer satisfaction.
- **Complete POS ecosystem**—terminals, kiosks, tablets, and more—for any industry workflow.
- **Fast, consistent deployments** that simplify multi-site rollouts and lower installation overhead.
- **Built-in upsell opportunities** for warranties, services, and peripherals.
- **Modern, future-ready capabilities** supporting contactless payments, mobility, and self-service.
- **Easy integration and compatibility** with leading POS and payment platforms.
- **Scalable supply and stable configurations** to keep projects on schedule and predictable.

REFERENCES: 1. Fit Small Business ; 2. Global Market Insights ; 3. Fortune Business Insights

LET'S BUILD YOUR NEXT WIN TOGETHER

Accelerate your POS success & work with our team to build your winning strategy.

POSIFLEX™

888-968-1668 | www.posiflexusa.com

How Posiflex Helps VARs Win in a Rapidly Growing POS Market

As retailers, restaurants, and hospitality businesses modernize their technology, VARs are essential to keeping operations efficient. Posiflex supports them with a full lineup of durable, high-performance POS terminals, kiosks, mobile tablets, and back-office systems built for today's fast-changing commerce needs.

This is where Posiflex helps channel partners stand out. Every Posiflex product is engineered for real-world durability—whether it's a front-counter touchscreen terminal built for all-day service, a self-service kiosk built to shorten lines and reduce labor strain, or a mobile POS tablet that keeps business moving tableside, curbside, or in the drive-thru.

Posiflex solutions are designed to integrate cleanly into existing environments, simplify deployment, and reduce long-term maintenance—creating a stronger service and warranty revenue stream for VARs.



VARs play a critical role in delivering the solutions that keep businesses running efficiently.

Posiflex empowers VARs with a complete portfolio of durable, high-performance POS hardware

For VARs aiming to grow this year and beyond, the opportunity is clear: the market is accelerating, customer expectations are shifting, and Posiflex offers the dependable, deployment-ready hardware to capitalize on that momentum.

Across retail, QSR, hospitality, and venues, Posiflex gives VARs the tools and flexibility to deliver modern POS solutions at scale.

POSIFLEX HARDWARE

POS Terminals

Posiflex POS terminals are designed for high volume retail and hospitality environments, engineered to:

- Operate reliably in high heat, grease, and spill-prone settings
- Integrate cleanly into front counter and back office environments
- Support both Windows and Android OS deployments
- Maintain uptime through rugged, long life design



Kitchen Displays (KDS)

Designed for:

- High tempo QSR kitchens
- Streamlined order routing
- Improved prep accuracy



Anti-glare, anti-smudge, and built for demanding kitchen environments.

Self-Service Kiosks

Posiflex kiosks support:

- QSR self order workflows
- Retail self checkout
- Ticketing and way finding
- Loyalty and customer account interaction



Their multi form-factor approach (pedestal, wall mount, dual sided, countertop) enables VARs to match the kiosk type to the business footprint.

Mobile POS Tablets

Posiflex mobile POS solutions empower frontline workflows:

- Tableside ordering
- Drive-thru line management
- Line-busting
- Curbside order handoff
- Inventory scanning tasks



Embedded Controllers / Mini PCs

Ideal for:

- Driving digital menu boards
- Powering interactive signage
- Supporting multi terminal installations



These ultra compact units make complex deployments simple and scalable.

Customized Kiosks — KIOSK.com

Integrated partnership with our sister brand KIOSK, offering fully custom kiosks ideal for:

- BOPIS/curbside pickup
- Hotel check-in
- Endless aisle stations
- Smart vending
- Solutions tailored to your brand



Posiflex & KIOSK offer a fully integrated path from hardware to deployment, streamlined from concept to counter.

YOUR NEXT POS VICTORY STARTS HERE

Advance your POS strategy with a team committed to your success.

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