

REINVENTING

the customer
experience



THE FUTURE OF RETAIL: It's all about the experience

Building customer loyalty is first and foremost about the brand experience—across all channels. Providing a personalized experience is key to turning consumers into loyal customers.



Reinventing the customer experience

HP enables retailers and hospitality operators with the tools they need to empower their employees with the broadest portfolio of in-store solutions from traditional point of sale to mobile. Whether it's the barista at the coffee shop or the associate at a clothing store, HP has what you need to personalize the experience and keep your customers coming back.



Style and innovation without compromise

Make a statement without saying a word and allow your brand to stand out with technology that offers aesthetically appealing designs and innovation without compromising on the stability and reliability that you depend on to run your business.



Performance you can count on, protection you can trust

Deliver the convenient, consistent service that your customers expect—no matter how large or small your business is. HP Retail Solutions combine the power and performance you need to keep business moving, with built-in protection to help secure your critical assets.



Flexibility you want, functionality you need

Whether you need a traditional POS system and a host of peripherals for every outlet from Toledo to Taiwan, or something more mobile to serve your customers out on the sales floor, HP can meet your unique business need.

Deliver exceptional customer service and grow your business

HP Point of Sale Systems

Deliver the convenient, consistent service that your customers expect with technology solutions that you can count on.



HP ElitePOS Retail System

Retail redefined by design

Transform your retail space with a versatile point of sale system that appeals to customers and supports your critical business operations. With security, durability, and flexibility built into its gorgeous design, the HP ElitePOS system marks a new era in retail.



HP RP9 Retail System

An exceptionally elegant all-in-one

Stylish, modern, and versatile, the HP RP9 Retail System is an all-in-one that combines powerhouse performance with reliable engineering.



HP RP2 Retail System

Sleek and great for small spaces

Add a touch of class with this compact all-in-one with a 14-inch (35.5 cm) diagonal touchscreen that fits wherever you need it. Tailor the system with your choice of operating system, touch technology, and integrated peripherals.



HP RP5 Retail System

The platform for every retail detail

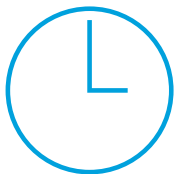
Manage your retail business from the front to the back of the store with a robust, extended lifecycle retail platform that's equally at home at the point of sale, within a kiosk enclosure, or behind the scenes.



HP MP9 Retail System

Petite and power-packed for high performance

Drive every facet of your retail and hospitality business, from back-office operations to digital customer engagements to point-of-sale, with the flexible, fully-loaded HP MP9 Retail System, our smallest powerhouse retail performer.



98%

of customers who have ever paid a bill on a mobile device said they'd do it again.¹

The flexibility to meet customer needs anytime, anywhere

HP Mobile Solutions

Adapt the sales flow to meet customer needs and deliver an exceptional experience.



HP MX12 Retail Solution

Meet your customer—at the counter and throughout the store

Deliver an enhanced customer experience at the counter and increase your operational efficiencies with the HP MX12 Retail Solution, which combines a business class Windows® tablet, retail-ready case, and docking station.



HP Mobile Retail Solution 12

Flexible retail that goes with the flow

Streamline workflows and provide great customer service on the floor and at the counter with the HP Mobile Retail Solution 12. This Windows-enabled mobile solution can be docked for an instant fixed POS workspace with your suite of retail peripherals.



Delivering an omni-channel experience is

the top priority for retailers.²

Build the solution that's right for you

HP Retail Peripherals

Select from a variety of barcode scanners, receipt printers, cash drawers, and displays to customize the POS solution that fits your unique needs.



Retail displays

Deliver an enhanced experience to both your customers and store associates with the eye-catching family of HP retail displays that come in a variety of sizes and are available in both touch and non-touch options.



Receipt printers

From a multifunctional MICR device to value-priced thermal receipt printers, count on HP to meet your receipt printer needs.



Barcode scanners

Choose from a simple 1D linear scanner or scanners that offer extended functionality including omnidirectional scanning, 2D and stacked code scanning, and even wireless models for added flexibility.



Cash drawers

These devices come in both standard and heavy duty options as well as a range of localization options for universal use.



Keyboards and MSRs

HP accessories provide a variety of data input devices, from a range of POS keyboards to magnetic stripe readers (MSR) that complement your unique POS requirements.



Integrated peripherals

HP offers a variety of integrated peripheral options for each of the all-in-one platforms.

Peace of mind from the start

HP Managed Services

HP offers a full range of managed services solutions tailored to your business. From fixing your equipment to retrieving mission-critical data, HP Managed Services has you covered—around the globe, 24/7.



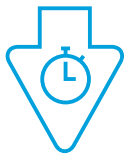
HP support services

From setup and installation to ongoing technical support services, the highly trained, highly motivated experts of HP can help your organization work more productively.



Peace of mind from the start

HP offers a standard three-year on-site, next business day warranty on HP retail platforms and three-year advanced exchange for HP retail peripherals.



Save time and increase productivity

From installing custom images to overseeing your deployment, HP can save your business time and increase productivity.



A true technology partner for the future

HP offers additional cost-effective support and care options that can be tailored to your business including warranty extensions and upgrades.



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1. "MarketBriefing: Tracking and Interpreting Restaurant Trends," 2014
 2. Boston Retail Partners, 2017 POS/Customer Engagement Survey

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