

Developing the till of the future

Till features

robust	powerful	integrated peripherals	comprehensive	options	compatible	touch

Highlights

2500+	3	9 month	Real	Bespoke
Tills	Models	development	Collaboration	Design

The Project

A gap in the market

Celestra's experience allowed us to sit back and see there was a gap in the market, with clients expectations increasing, the need for hardware to do more than just take transactions. With the growth of online shopping and on-line payment , the till needs to work really hard to justify its position as the king of taking money.

The market needed a POS solution to drive business, which would last for the next 10 years.

What we did

Celestra's usual approach to hardware supply, like most of the IT industry, was to select the hardware platform that best suits our clients' needs. However, with the right product not available at the time, we took a new direction and partnered up with Flytech to invent what the market needed.

From our experience this was the first time this had been done, to take feedback from end users on the requirements for a new product and feed them directly in to one of the world's largest manufacturers of EPOS technology.

This coupled to some "what could this do" thinking allowed the team to develop a product that did much more than the competitors on the market.

The versatility of the POS 350 is its real success, its rear interchangeable screens allow for different models for different applications and the peripheral top cap adds features like scanning and NFC.

This clever approach means that the product can not only take sales, but it can also do loyalty, advertising and even become an interactive Kiosk for self-ordering.



Continued.

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The Technology

Client and customer benefits

The overall development of the new POS system will greatly benefit both client and customer, as the new system delivers a greatly improved speed of service and new features.

Ascetically the tills improve the look, no longer a steel eyesore, but a canvass for great creative imagery to inspire that next drink selection.

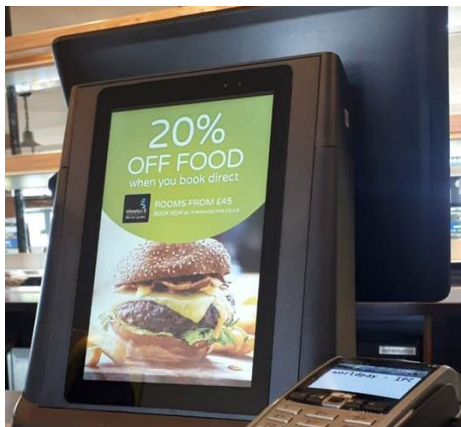
But the real benefits to the consumer are still to come. As we roll-out this new technology across our first client, the team can develop bespoke features that will allow this technology to go beyond its core functions, driving sales and experience.

The first deployment

Celestra, alongside Box Technologies and Flytech has had the opportunity to install the POS 350 alongside the already existing partnership between Marston's and PCMS. This supported the new EPoS roll-out in Marston's being updated to accommodate the ever growing needs of the Marston's consumer.

Our broad understanding of the market and our great network of partners allowed the team at Marston's to get what they needed.

Our innovative approach, our ability to listen and our drive to get our client what they needed, were, without doubt, the ongoing reasons that Marston's work in partnership with Celestra.



What Flytech said

"After spending over 30 years in the EPoS hardware business, always selling what had already been designed and manufactured! I started at Flytech in 2016 and immediately visited the HQ/Design Centre and purpose built manufacturing facility in Taipei and it was clear that we had all the attributes to design a new product from scratch, specifically for the UK hospitality market. We started with our key partners and end users and listened to what they actually wanted to achieve and how they could see our joint development could deliver their wish list!"

Peter Dodd, Business Development Director, Box Technologies / Flytech

The Inspiration for Innovation

Modular rear screen options, as we have different bar/food service areas	Customer engagement, so we can find out who our customers are and sell/market to them	Loyalty schemes that allow the customer to scan their own loyalty card and interact with the terminal without handing over their valuable mobile phone	Future proof loyalty schemes including the ability to offer contactless loyalty as well as via a phone or paper based voucher	If we could use the till as an extra access point to improve Wi-Fi coverage that would be great	Integrated power supply, rather than a PC style power adapter sitting on a cool shelf in liquid
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