

Handheld Solutions for the Hospitality Industry

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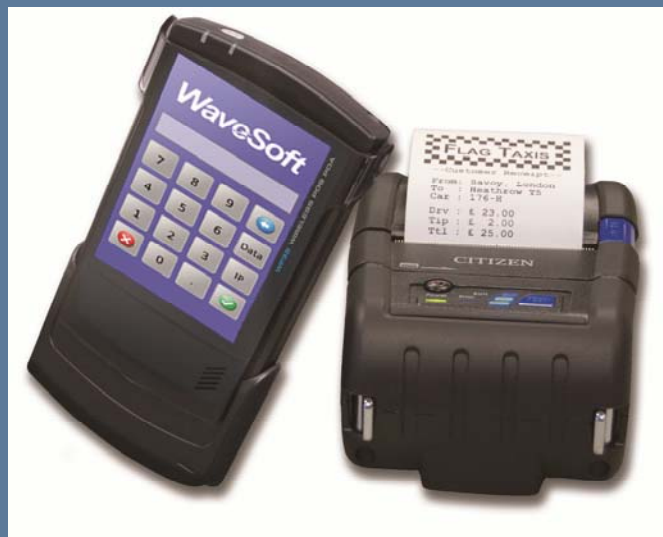
Mobile point of sale looks like a new trend that many users are migrating to as it continues to grow in the hospitality industry. What you may not know is that POS handhelds were introduced over 20 years ago. So the important question is: Why aren't more restaurants using them? According to Business Solutions, a California restaurant stated, "After using the wireless POS solution for one year, revenue doubled with minimal employee growth." The benefits of mobile POS are obvious: better customer service, faster transactions and increases in both efficiency and productivity. The key benefit is that the server can take orders and process credit cards without ever leaving the customer. I have worked in several restaurants in the past, and this is a great way to provide faster service, sell more food, and earn better tips. In addition, the credit card never leaves the customer's sight reducing the potential for fraud. So why doesn't everyone use it? It really comes down to the price; it just costs too much.

Now things are changing, mobile POS devices are not as expensive anymore. Look at the new products available at Metropolitan Sales. The WideFly WF35 handheld and CITIZEN mobile printers are affordable options and is compatible with WavePOS for Aldelo software. When we look at the WF35, it is a light and sturdy handheld. Its large 3.5" touch screen display reacts to a stylus or to the touch of a finger. Wi-Fi and Bluetooth connectivity gives your customer the freedom to roam without returning to a central POS station. What I really like is the WF35's unique sleep mode feature. When in this mode, the WF35 consumes only 2% of normal battery power but stays connected to a Wi-Fi network. This is important because it starts up quickly while saving battery life. Other devices can take up to 35 seconds to reconnect, so the WF35 is ready at optimal battery life with no downtime during high volume hours.

When you combine the WF35 with the CITIZEN CMP-20 or CMP-30 mobile printers, you have a full solution. These durable printers are designed to be easy to use and light enough so servers hardly notice them. They have a strong plastic case and a battery that will run a complete shift without the need for a recharge. Moving forward, you can expect to see a major shift towards mobile POS systems. With a lower cost of ownership and improvement in wireless technology, the benefits of implementing mobile solutions should not be overlooked. So consider recommending the WF35 and CITIZEN mobile printer solution, it will bring you

more revenue and increase business opportunities for your customer.

Tommy See is currently the marketing manager for Metropolitan Sales, a premier point of sale distributor. With prior experience in the retail and hospitality environment, he is able to combine both his experience and expertise to helping VARs. If you have any questions, feel free to contact him at (800) 638-3478 or tsee@metsales.com



Editors Note: WF35 and Citizen CMP-30 are certified hardware. The Citizen CMP-20 and WavePOS for Aldelo software are not certified.