



PayPoint® Windows®/PayPoint Android

PayPoint – Your truly all-in-one point of sale system.

Deploy your favorite PayPoint certified point of sale software on a stylish all-in-one platform that integrates a flip-to-sign touch screen, barcode reader, MSR, cash drawer, receipt printer, and customer-facing display.



Key Selling Points

Top 5 Reasons to Choose Elo

- Ease of setup, all-in-one, sleek design
- Connections include Bluetooth 4.0 and USB 2.0 connectivity for EMV payment terminals and other POS accessories/peripherals
- Mag stripe reader is fully integrated into the design providing a secure and stable experience
- Windows option to easily transition to mPOS, or Android at a lower price point for those already in mPOS
- Display offers flip design for customer interaction to include tipping, loyalty programs, and credit card signature

Target Accounts



Retail
(POS/POI)



Hospitality



Quick Serve





Handling objections

What you hear	Your response
Can I use any POS software?	Only PayPoint certified software may be used with the PayPoint device. Elo provides a SDK for ISVs to integrate their software to the included peripherals within PayPoint. For Windows, Elo provides JPOS and OPOS drivers. For more information, please contact your Elo Sales Representative.
Do you have a 3" printer?	We have found that most customers like the option of emailing a receipt or no receipt at all, and that 2" printer works for most retail environments. A bluetooth printer can be integrated with ease if a larger printer is needed.
Do you have a 2D scanner that processes QR codes?	The PayPoint scanner is 1D and works for barcodes and handheld items. If needed, the PayPoint camera can be used to scan QR codes, or you can use a peripheral 2D scanner.
Is Advance Unit Replacement an option?	Yes, there is an option for Advance Unit Replacement.
Do you offer any cross promotional marketing support for the product?	Once an ISV is a certified PayPoint software provider, Elo will explore joint marketing opportunities to promote the product.

Competitive Edge

Competitor: PAT100 Partner Tech (Android) Elo Advantage <ul style="list-style-type: none"> Sleek all-in-one design with a large 13" display and all POS peripherals integrated Available with Android 5.0 Ease of setup Competitors Advantage <ul style="list-style-type: none"> Approximately \$250 less expensive, note: does not offer all peripherals necessary for operation Competitors Disadvantage <ul style="list-style-type: none"> Available with PAT100 missing scanner, cash drawer, and has 10" display Available with PAT100 Android 4.2.2 OS 	Competitor: JIVA XP & JIVA HS Series Posiflex (Windows and Android) Elo Advantage <ul style="list-style-type: none"> Sleek design with all POS peripherals integrated Available with Android 5.0 Competitors Advantage <ul style="list-style-type: none"> Includes option for finger print sensor Competitors Disadvantage <ul style="list-style-type: none"> PCAP and resistive systems offered, however most mobilePOS today are focused on PCAP Posiflex offers only Printer and MSR Available with Posiflex Android 4.2.2 OS 	Competitor: Clover (closed software and processor) Elo Advantage <ul style="list-style-type: none"> Sleek all-in-one design with all POS peripherals integrated Open to software on all platforms, allowing you to have control over the total POS experience Open to all payment processors Competitors Advantage <ul style="list-style-type: none"> First to market, known by many end merchants <ul style="list-style-type: none"> App community provides many functions for the software 	Competitor: Powa POS (tablet stand) Elo Advantage <ul style="list-style-type: none"> Sleek, plug and play design – compared to Powa POS requiring multiple peripherals to setup Cash Drawer and CFD Included PayPoint comes with Windows or Android built in, coordinating the updates to the OS and SDK to insure interoperability Competitors Advantage <ul style="list-style-type: none"> Includes 2D remote scanner and 3" printer (No CFD or Cash Drawer) – PayPoint has 1D scanner (2D scanner through camera) and 2" printer Powa POS allows you to use your own tablet (iOS, Android, Windows) providing a lower cost of entry 	Competitor: mPOP Star Micronics (tablet stand) Elo Advantage <ul style="list-style-type: none"> Sleek, plug and play design with wired connections to peripherals PayPoint CFD and scanner included, cable for weight scale & bigger cash drawer PayPoint comes with Windows or Android built in, coordinating the updates to the OS and SDK to insure interoperability Competitors Advantage <ul style="list-style-type: none"> Standard for mobile POS, many connections into ISV community and easier integration for ISV Star mPOP allows you to use your own tablet (iOS, Android, Windows) providing a lower cost of entry Competitors Disadvantage <ul style="list-style-type: none"> Requires multiple peripherals to be setup
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Use Cases

 Boutique	<ul style="list-style-type: none"> Beautiful design Easy setup
 Quick Serve Restaurant	<ul style="list-style-type: none"> Display offers flip design for customer signature and tips on screen Ease of use, sleek design
 Food Truck	<ul style="list-style-type: none"> Quick setup in multiple locations Fully integrated POS system (includes various built-in peripheral options)
 ISV Compatibility	<ul style="list-style-type: none"> SDK for easy implementation of POS software Agnostic in payment and other peripheral solutions



Elo PayPoint
Windows / Android