Tablet POS: Merchant Insights & Company Research
PREVIEW

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Report Overview

Reasons to Purchase:

TSG's ***Tablet POS: Merchant Insights and Company Research*** report is a robust offering of quantitative and qualitative insights from the U.S. SMB marketplace. Merchants with under $2 million in sales were presented a Tablet-POS concept in an effort to gauge the level of interest and values associated with the potential use of a tablet point-of-sale system. In addition to these valuable merchant-level findings, this report also includes market research on tablet POS providers and their offerings. This report offers an incredible value to those who are interested in the growing tablet-POS market.

Section 1: SMB Survey: Tablet POS Interest & Attitudes

- Survey results from 288 qualified owners/managers across five different merchant vertical segments, providing data on the level of interest in a *Tablet-POS* concept, what attributes would be most valued, as well as the preferred acquisition methods and price points

Section 2: Tablet POS Focus Group Findings

- Qualitative findings from 22 business owners/managers at target companies with under $2 million in sales. Offers valuable insights into the perceptions and user issues regarding a *Tablet-POS* concept. Also includes importance/favorability ratings on 38 Tablet-POS functions and 11 terminal accessories

Section 3: Tablet POS Market Research

- Overviews on five tablet-POS providers (Square, Revel Systems, ShopKeep, NCR Silver, Erply) including a comparison on the availability of 38 POS functions and 12 accessories for each company's tablet solution

Section 4: Merchant Acquirer Tablet POS Competitive Analysis

- A one-slide, high-level comparison of eight merchant acquirers' tablet-POS initiatives

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Metrics

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Section 1: Introduction & Methodology

A *Tablet-POS* concept, similar in functionality and composition to [Square Register/Stand](#), was presented to small business owners and those responsible for small business payments (details on the following page) in order to know how merchants felt about using a tablet as a POS terminal and what functions they would prefer in a tablet POS.

The *Tablet-POS* concept was described with these key benefits:

- Easy to use touchscreen tablet with card reader
- A simple loyalty program
- Easy to use offers
- Integration with analytics
- Ability to save on processing fees
- Quick, do-it-yourself installation

The *Tablet-POS* concept was also described using three value statements in order to gauge what was most important to merchants:

Description A: *An inexpensive, all-in-one, tablet-POS*

Description B: *Tablet-POS with data driven functionality, including loyalty, coupon/offers, customer metrics*

Description C: *Tablet-POS that works with various apps such as Yelp, Open Table, etc.*

Section 1: Introduction & Methodology

- An online survey of small business owners and those responsible for small business payments was conducted.
  - Responses were sourced via a pre-recruited research panel of U.S. businesses and consumers.

- Respondents were screened for owner/manager status, annual sales under $2 million, and business focus in five segments (restaurants, retail sales, retail food/liquor, business/personal services, and auto/boat/mobile dealers/shops)
- A total of 288 qualified online questionnaire responses were obtained across the five segments.

Sample Demographics:
- 70% of respondents were business owners, and 30% were qualified management staff responsible for in-store payments.
- 34% of businesses had sales under $100k, 34% between $100 and 500k, and 32% between $500k-$2 million.

Distribution of Responses by Segment
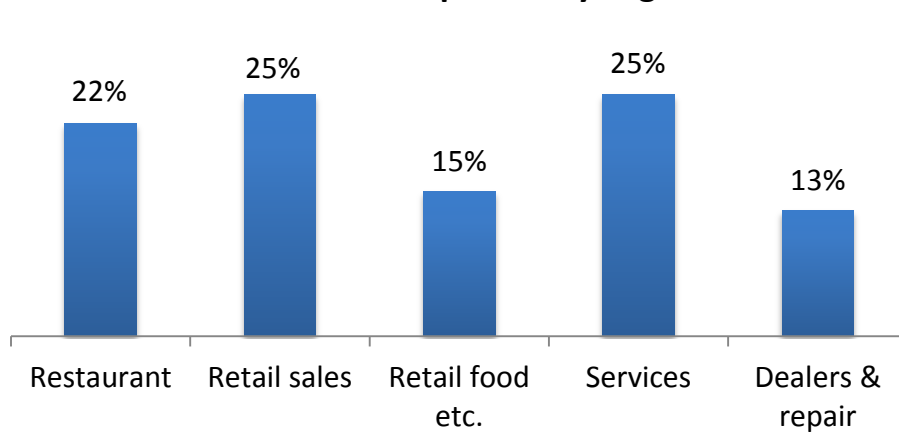
Distribution of Responses by Annual Sales

Section 1: Introduction & Methodology

Sample Demographics: *Size Parameters*

- Restaurants and service organizations in the sample tended to be smaller organizations; mean sales were similar across segments. In addition:
  - Most firms had just one location, although retail food/liquor stores had a median of 3.5 locations.
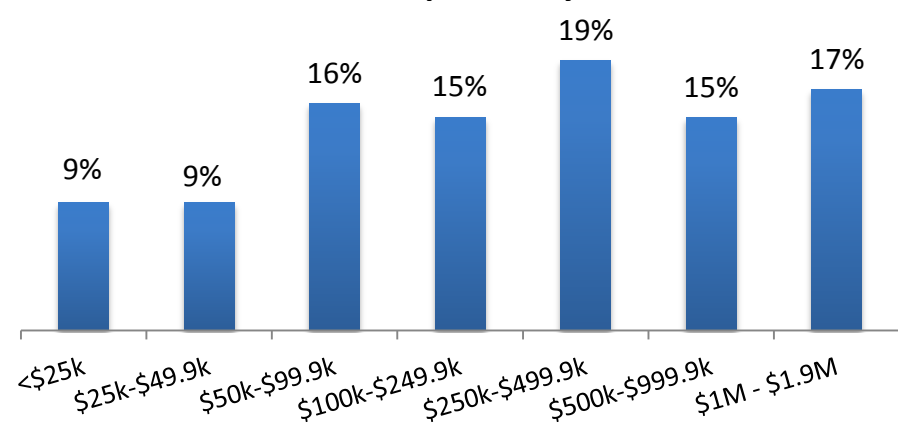 - Median number of employees was 7 across all segments.
  - Mean annual employee turnover was highest among restaurants (10.9%) and lowest at service firms (4.4%) and dealers/shops (6%).

Mean and Median Annual Sales By Segment

$ Thousands (note: calculated based on grouped data)

	Mean annual sales	Median annual sales
ALL	$484	$375
Restaurant	$521	$175
Retail sales	$484	$375
Retail food etc.	$445	$375
Services	$455	$175
Dealers & repair	$526	$375

■ Mean annual sales   ■ Median annual sales
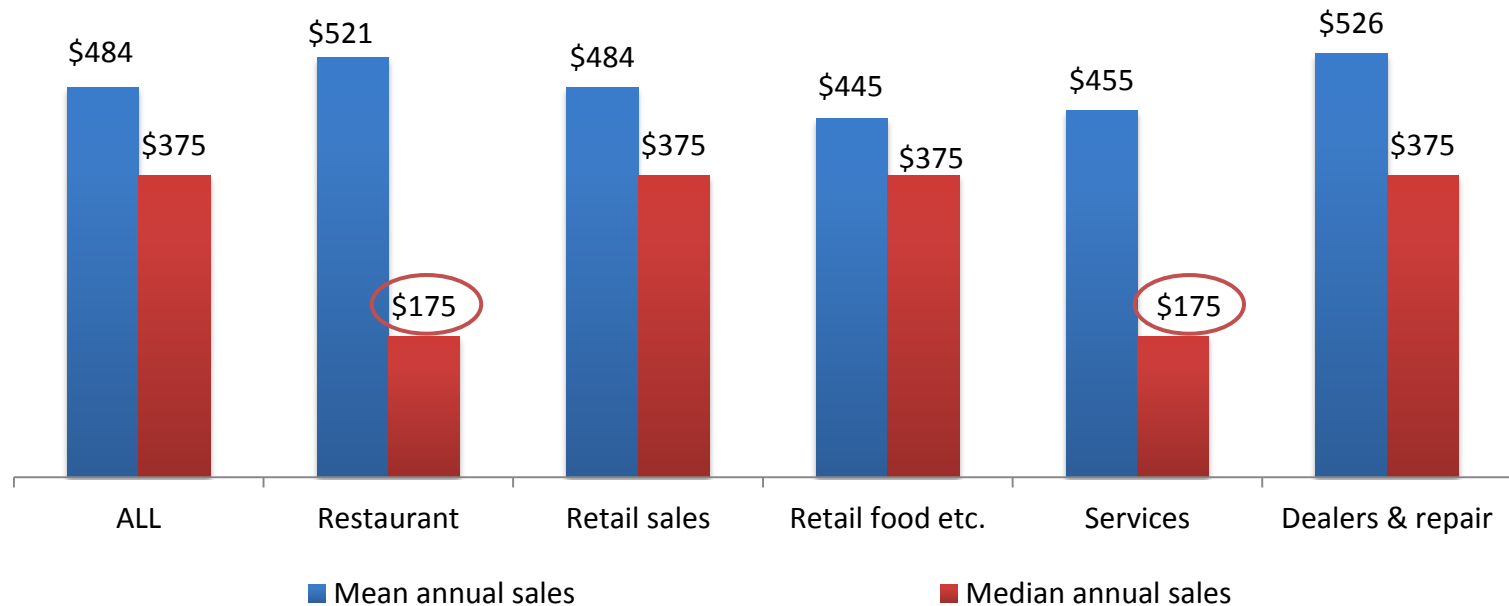
Section 2: Focus Group Approach

Two focus groups were conducted in a U.S. metropolitan market with more than four million people (U.S. top 15) among 22 business owners/managers from target companies with under $2 million in sales.

- Group participants included services (10), retail (8), restaurant (3) and repair/dealer (1) firms.

- Participants were pre-screened for eligibility and were recruited via cold calling and through a proprietary database.

- Please note that focus groups, because they are small samples of purposely-recruited participants, cannot provide projectable results such as a sample survey. However, their qualitative results are most useful in exploring participant perceptions and identifying unanticipated user issues.

About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the electronic payments industry.

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