

# A Modular Platform Approach for Checkout Technologies



# New Checkout Options and Evolving Consumer Preferences

Modern retail is driven by dynamic consumer journeys and evolving touchpoints. With journeys becoming more complex and diverse, self-service has emerged as a key element, gaining widespread acceptance globally.

In this fast-paced environment, adaptability has become a crucial competitive advantage for retailers. As consumers increasingly expect a range of checkout options, self-service is evolving into a primary channel. Retailers are testing new technologies to determine the best fit for their stores and operations, ensuring they can cater to various customer preferences while maintaining efficiency.

However, constantly reconfiguring the checkout area can be costly, time-consuming, and impractical. To overcome this challenge, a modular approach to checkout systems is essential.



Modular solutions allow retailers to swiftly adjust layouts and configurations, providing the flexibility to meet the ever-changing needs of consumers. With on-site scalability and easy upgrades, retailers can ensure they are prepared for the demands of both today and tomorrow.

# The Rise of Self-Checkout

**Retailers are continually being challenged to meet consumers' "on-demand" mindset, which includes high expectations for fast and seamless transactions.** The growing number of devices, channels, consumer preferences, and the fragmentation of the customer journey have made providing that right experience more complex than ever.

New checkout technologies are coming to market annually. Many retailers have focused their innovation efforts on self-service, and one survey found that more than **half of retailers are converting cash registers to self-checkout stations**. They are increasingly deploying more self-checkout systems, primarily due to the rising costs of labor and the growing challenges in recruiting staff. In response to this, retailers need greater flexibility in their store operations to accommodate various customer journeys, whether it's serving trolley shoppers, basket shoppers, or those using express checkout or personal self-scanning solutions, all within the same self-service area. Additionally, consumer expectations are evolving,

with customers having less tolerance for long lines and wait times at the point of sale.

Self-service continues to grow in popularity in all retail segments because it benefits retailers and consumers. Many consumers prefer self-service over traditional checkout, as it offers greater convenience and lower wait times. For retailers, self-service improves store efficiency, enhances customer loyalty, and reduces the total cost of operation.

**Finding the optimal self-service solution can be challenging, as what works for one store may not suit another. Retailers need a flexible, scalable and modular solution to tailor the experience to each unique customer journey.**



A highly modular self-service platform that enables you to easily develop and deploy different combinations of solutions across your store network.



A right-sizing approach versus "one size fits all" to meet consumers' changing desires, while ensuring the flexibility you need to adapt for the future.



On-site scalability and upgradability to accommodate any retail environment.



UX/UI personalization to augment consumer experience throughout shopping journeys.





# A Modular Approach to Systems and Service

Retailers want to avoid the complexities and expenses of deploying multiple systems, duplicating logic, and managing various software builds. However, they still require custom solutions that align with their goals and cater to their customers' shopping preferences, while ensuring a simplified, easy-to-maintain self-service deployment throughout its entire lifetime. The most successful checkout systems are designed around customers' preferred journeys, often requiring an iterative piloting process and continuous optimization to reduce friction and improve the overall experience. Yet, frequent changes to store setups and technology can be costly, time-consuming, and risk alienating customers with unproven changes.

Modularity offers the flexibility needed in this dynamic retail landscape. By using a modular approach, retailers can deploy one core system that supports various peripherals, layouts, and configurations. This enables them to quickly adjust and rightsize solutions for different store formats while using the same technology. With modularity, retailers can implement fast updates and maintain flexibility, easily adapting to multiple store formats.

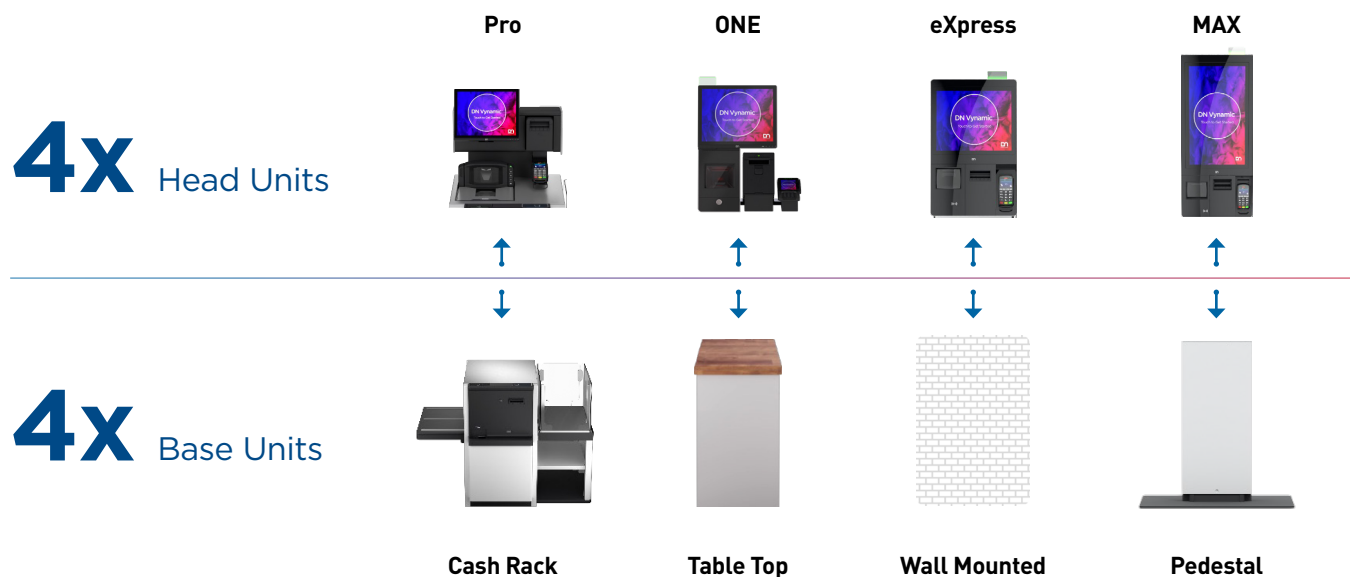
## Configurable Solutions and Options for Any Retail Setting

- **One platform with configurable modules** enables retailers to use a single core technology platform with one software version for all to seamlessly integrate with various modules. This lets them easily develop and deploy multiple use cases effortlessly across the entire store network, ensuring consistency and efficiency in operations.
- **Right-sizing versus a “one-size-fits-all” approach** enables the retailer to employ a combination of head units and adaptable base units for varying customer and staff journeys. Retailers can leverage any combination to ensure the best user experience at the most efficient cost.
- **On-site scalability and upgradability** allow retailers to scale up or down the same modules across stores and to adjust hardware configurations for new customer journeys. This reduces total cost of ownership (TCO), limits the learning curve for staff and maintenance engineers, and enables retailers to become more responsive without expensive investments, protecting the initial investment and evolving the solution over time.
- **Optimizing the checkout mix** enables retailers to deliver customized user experience solutions through a highly modular design. By combining various system modules, retailers align the checkout design with the ever evolving and specific customer preferences.

# One Core Platform, Multiple Peripherals and Layouts

To best meet the needs of a retail store, it's crucial to prioritize high modularity in tailoring the technology. Diebold Nixdorf's DN Series® EASY offers retailers a modular approach with a single platform supporting multiple peripherals and layouts. Easy to upgrade and update, ensuring the best TCO for retailers while staying future-proof and ahead of emerging technologies and trends.

The range includes four head units for various applications and four base units for different payment strategies. In addition, a comprehensive selection of supplementary options, including security scales, adaptable shelves, and customizable furniture, is also available for easy adaptation to the store's requirements.



This extensive range empowers retailers to create tailored solutions that optimize store layout and ensure optimal deployment and efficiency across diverse retail environments. Retailers can choose from up to a dozen configurations to meet the needs of every retail vertical, from grocery and QSR to convenience and fashion stores.

Furthermore, the system is designed with upgradeability in mind, allowing for future enhancements and solutions, such as AI-driven recognition technology or advanced shrink management solutions, to be seamlessly integrated.

**In today's rapidly evolving retail landscape, businesses need a modular platform that offers the flexibility to adapt to their unique needs.** Diebold Nixdorf provides that flexibility, allowing retailers to implement the right-sized solutions for any environment, anywhere, and anytime. With a modular approach, DN Series EASY empowers retailers to optimize their checkout mix, future-proof their operations, and avoid the limitations of a one-size-fits-all system. Retailers can invest in a single, scalable platform with configurable modules that easily adapt to changing use cases and consumer journeys.

By partnering with DN's Storevolution™ team, retailers can access tailored checkout strategies that enhance the customer experience for today and tomorrow. Through collaborative efforts, DN's Storevolution team helps retailers identify the optimal checkout mix, blending traditional and innovative shopping experiences. We support retailers in piloting, validating, and scaling new solutions to transform the shopping journey.

DN's Storevolution program drive's increased traffic, larger basket sizes, and higher sales while boosting customer satisfaction. Streamlined processes also reduce operational costs, giving retailers a competitive edge and delivering a measurable return on investment.

Explore how modular platform solutions can revolutionize your business at: **[DieboldNixdorf.com/selfservice](https://www.DieboldNixdorf.com/selfservice)**.

