

An Open Platform Approach for Checkout Technologies



DieboldNixdorf.com

The shopper journey is constantly evolving.

Only twenty years ago, consumers mainly transacted with retailers via traditional checkout stations. Nowadays, they buy through kiosks, self-checkout and mobile ordering, blending in-store and online commerce through various devices and channels.

As innovations and new technologies come to market at a rapid pace, the only thing retailers can count on is constant change. Retailers must remain flexible to compete in this rapidly evolving environment and meet staff and shoppers' needs. However, many remain tied to outdated systems that require them to manage all changes through a complicated and long cycle, often run by one single provider. Slow IT infrastructure and inefficient processes prevent retailers from keeping pace and adopting the latest technologies.



It is time to break free from rigid retail systems with an open approach that supports faster innovation, streamlined processes and the ability to seamlessly introduce new features.

Consumer Experience Continues to Dominate

In the age of new technologies and high consumer expectations, a great user experience is critical to every successful customer journey. Eighty-four percent of Americans say they like using self-checkout, while others are increasingly seeking other unstaffed checkout options like mobile, according to [Retailcustomerexperience.com](https://www.retailcustomerexperience.com). Yet regardless of the format, self-service must be convenient, fast and easy to use.

Many retailers struggle to keep pace and navigate the technological changes as sector leaders deliver a better experience and erode their market share. It is especially concerning for CxOs, who face dwindling budgets and a challenging labor market and are often concerned about their own jobs.

One of the biggest challenges is that many retailers operate with inflexible legacy systems. Their tech stacks are typically comprised of solutions from multiple providers that require

lengthy implementation times to adopt new technologies. Yet, due to the high costs, complexity and time to migrate to another system, they often stick with the same vendor.

Incompatibilities, costly ecosystem changes, complex migration processes and vendor lock-ins leave many retailers in the passenger seat of innovation. According to **McKinsey**, retailers with legacy systems often miss out on opportunities, while digital leaders generate up to 3.3 times the total shareholder return of laggards.

It is now time for retailers to take control with self-service software that enables them to evolve with the customer journey. One-size-fits-all solutions for self-service platforms rarely work because retailers have unique footprints, consumer behaviors, timing, and layouts.

There are several capabilities retailers should look for:



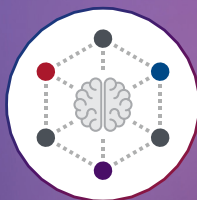
The ability to support a modern user experience

A flexible and customizable system can reduce friction and enable retailers to customize self-service deployments that work for them.



The ability to integrate with legacy systems

Interoperability and support for integration make it quick and easy to adopt new self-service journeys.



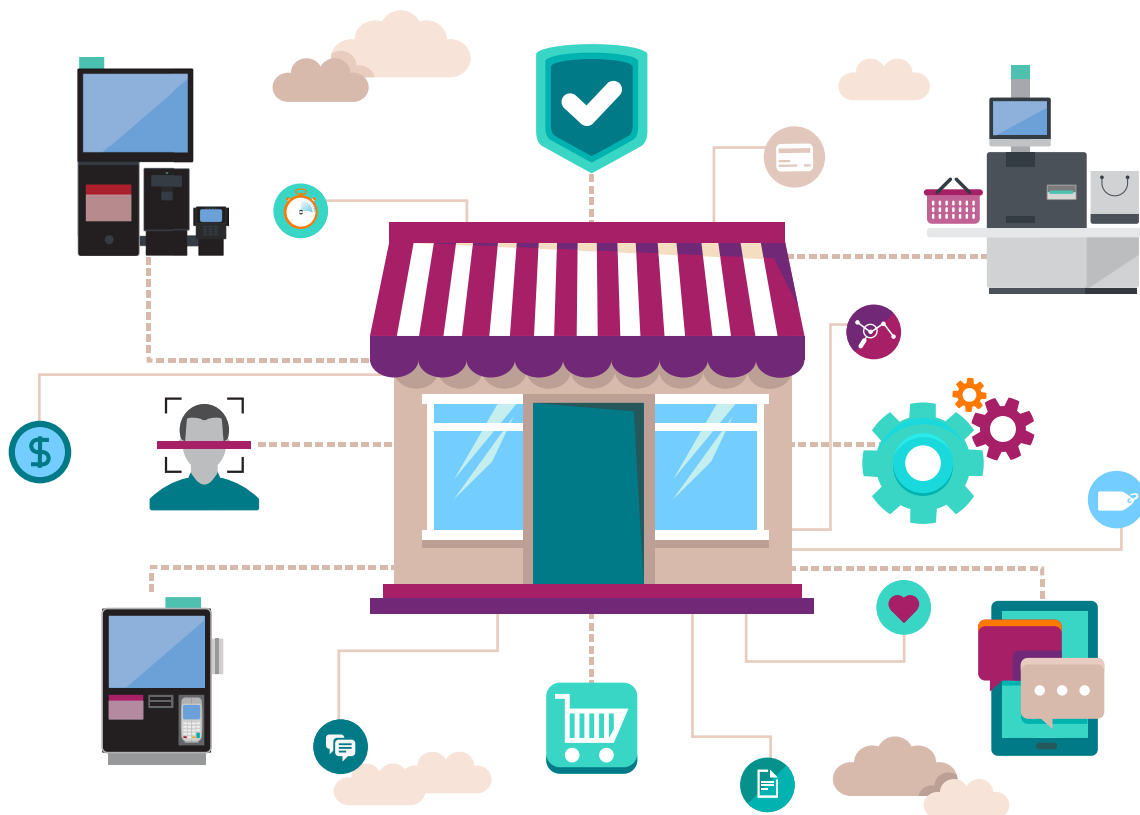
An agile innovation framework

This open software allows for swift adaptation to emerging AI technologies, ensuring users can stay ahead of the curve in the fast-paced world of artificial intelligence.



An identifiable return on investment

Retailers must ensure they're also earning the return on investment they seek in their self-service solutions.



An Open Platform for Flexibility and Customization

To compete and keep pace in the rapidly evolving retail environment, retailers need an open platform that enables them to innovate faster, quickly adopt new technologies and support evolving customer journeys. Flexible checkout solutions help retailers improve the customer experience and meet the changing needs of the industry, according to **Retail Dive**.

A flexible and vendor-agnostic platform with open APIs and modular hardware enables retailers to easily integrate new technologies for a more unified customer experience. It also breaks the cycle of dependence on a single vendor, enabling more cost-effective technology deployments by choosing the best vendors for each application.

An open platform offers several advantages over a traditional solution:

- A **modern software architecture** offers greater flexibility with one stack for all checkout touchpoints and a common core code for enhanced functionality. It supports everything from kiosks and cash racks to mobile shopping with a single software for enterprises, staff, and consumers. And because they are integrated into one core product, all new features are instantly available to all retailer users upon release.
- It is **configurable** within multiple frameworks. A device-agnostic access framework can run any self-service touchpoint and offers better process management with a workflow framework for individual self-service processes and a UI/UX framework for flexibility and personalization.
- It is **agnostic to POS software** and can integrate into dozens of solutions through a POS Adapter between the platform and the POS client. This reduces the need to duplicate POS logic and lowers ongoing management costs.
- It offers **optional modules** with a suite of staff operation and enterprise management tools and an open API for third-party integrations to support new camera-based AI technologies like age verification, produce recognition, and shrink reduction.
- Well-designed software streamlines processes, automates tasks, and enhances overall efficiency. This efficiency translates into time saving, reduced operational costs, and increased productivity, contributing to a **positive ROI**.

An Easy Way to Integrate Self-Service Solutions

Diebold Nixdorf's Vynamic® Self-Service is a POS-agnostic software that enables retailers to easily add new modules and configure them to their unique environment without duplicating business logic. It can integrate into over 80 different POS systems with a suite of tools and one common core code for enhanced functionality. As all new features are integrated into the core product, they are instantly made available to all retailer users upon release. A common code trunk only requires configuration, so no customization is needed and no future issues arise when migrating back to core.

Vynamic Self-Service breaks down the barriers to implementing new technologies with a single stack for all checkout touchpoints. It can be customized with three powerful frameworks: a UX/UI Framework for intuitive user guidance and the best customer experience, a Process Workflow framework for customized consumer journeys, and the smart Device Management ProBase Store, including the drivers and firmware to run the self-service systems.

The agile innovation framework enables retailers to adopt new technologies easily and quickly by building their innovation roadmap and then plugging new self-service capabilities into the solution with less headache. For example, Vynamic Smart Vision can support age verification in the self-serve process. This improves convenience and speed with a smoother checkout process. It also supports fresh produce item recognition, enabling consumers to more easily self-checkout with fresh fruit and vegetables. By analyzing consumer behaviors at self-checkout, it can also help reduce shrink.

As debates on the future of AI technology continue, one thing is certain: retailers can reap huge benefits by leveraging AI-based solutions that are available today.

AI-Based Solutions Poised to Transform Retail Checkout Experiences



45%

Reduction of weight- and client-based restrictions with Produce Recognition



\$4 Billion

in losses saved at major retailers with Smart Shrink Reduction



80%

Reduction of interventions with Age Verification

In an age of continuous technological advancement, retailers need an open platform with the flexibility to meet their needs. Diebold Nixdorf puts the customer journey at the center of all hardware and software deployments. DN's Storevolution™ team can assess your customer experience strategy for the needs of today and tomorrow. We can identify the optimal digital journey concept through collaboration and help you pilot, validate, and scale the new shopping experience.

DN solutions can help retailers increase traffic, basket sizes, sales, and customer satisfaction. The efficient, streamlined processes can also reduce costs, enabling retailers to stay ahead of the competition while attaining a measurable return on investment.

Explore how open platform solutions
can revolutionize your business at:
[DieboldNixdorf.com/openness](https://www.dieboldnixdorf.com/openness)

