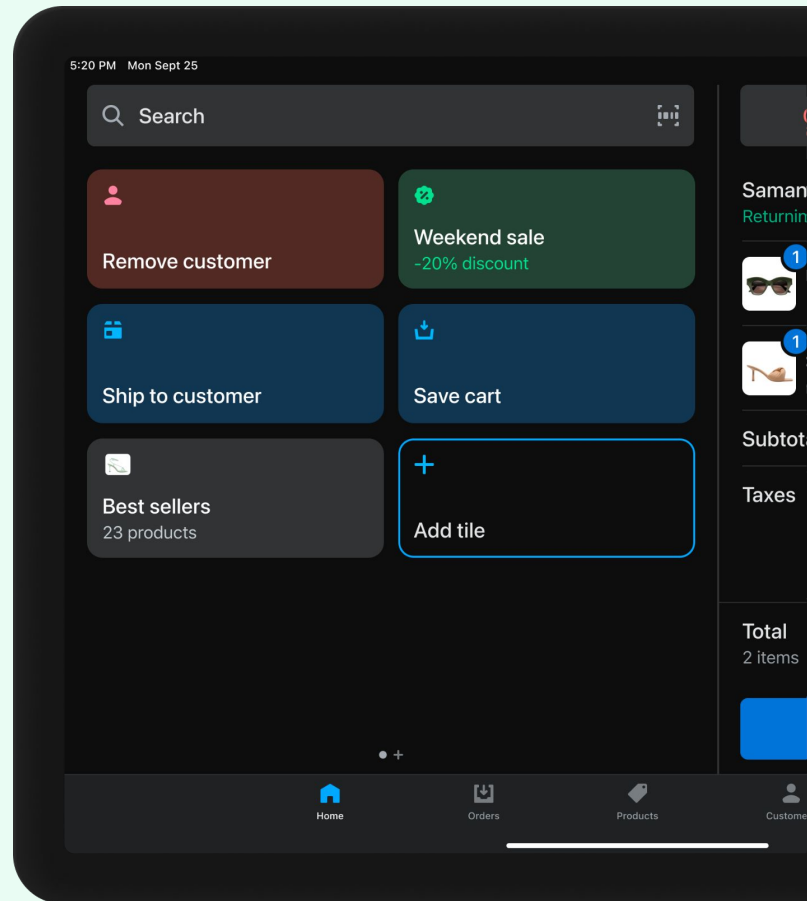




# Shopify POS





# Introduction

# Commerce has changed

Today's consumers expect a seamless shopping experience, that goes from in store, to online, and everywhere in between.



Browse online → Buy in-store

Browse in-store → Buy online

Buy online → Pick up in store

Buy in-store → Deliver home

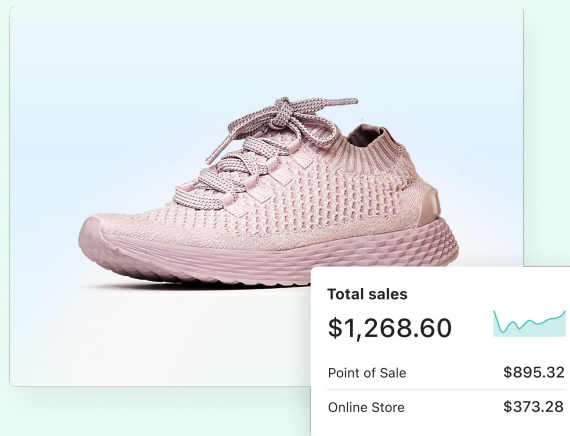




Omnichannel selling has become table stakes.

But it's hard to get right.

Creating a competitive omnichannel shopping experience is difficult to achieve and scale when in store and online sales are managed in different systems.





# 81%

of Gen Z consumers  
prefer to shop in store

# 60%

of retailers say reducing friction between in  
store and online fulfillment is their top priority

# 70%

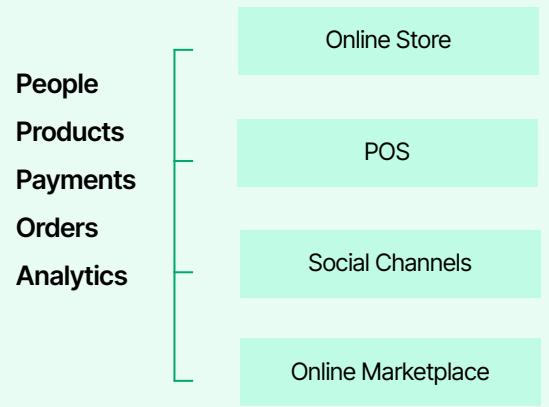
of retailers have, or plan to implement,  
a unified commerce platform





# Shopify delivers true omnichannel

## Shopify - Channel Agnostic



## Other Solutions- Channel Specific



### Where it breaks...

- Disjointed workflows
- Inventory accuracy
- Returns and exchanges
- Online orders
- Local pickup



# When your in person and ecommerce run on different systems.

## Time is wasted

Managing inventory, sales reports, payments, and staff in multiple systems that don't directly connect means more work.

## Customers are lost

When in-store and online data is disconnected, you can't re-engage your customers, or offer them flexible shopping options.

## Opportunities get missed

When every sales channel requires its own separate management, you can't keep up - with your competitors, or your customers.



**Accelerate your retail growth  
with a platform that helps  
retailers deliver a seamless  
experience in store and online.**





# Introducing Shopify POS



## 01

### Convert more sales

Turn staff into selling superstars, and build customer loyalty with tools that deliver exceptional experiences in store and online.

## 02

### Drive efficiency across your business

Increase operational efficiency and simplify multi-store management with centralized data and workflows.

## 03

### Grow your business with confidence

Plan for strategic growth with an innovative commerce platform and get support from retail experts.



# 01. Convert more sales

Deliver **exceptional shopping experiences in store and online.**

---

## Convert more sales

Convert every kind of shopper with built-in omnichannel features like BOPIS, endless aisle, buy online/return or exchange in store, multi-channel gift cards, and more.

---

## Improve customer relationships

Design memorable in-store experiences and build lasting customer relationships with powerful clienteling and marketing tools, and CRM integrations.

---

## Check out with unparalleled service and flexibility

Close sales, accept popular payment methods, and elevate the customer experience from anywhere in store with mobile POS hardware.



# 02. Drive efficiency across your business

No more reconciliation. **One back office, one source of truth.**

---

## Understand what sells

Optimize stock levels and carry the right products at each location with powerful forecasting and inventory management tools.

---

## Simplify your processes

Streamline your supply chain and omnichannel order fulfillment with a centralized OMS.

---

## Oversee all staff

Run large teams across locations with centralized staff management, permissions, and tools for training and performance tracking.

---

## Get powerful hardware

Streamline checkouts anywhere in store with innovative hardware that's intuitive for customers and staff.



# 03. Grow your business with confidence

Future-proof your performance and **stay ahead of retail trends.**

---

## Scale your business

Integrate your existing software and access third-party solutions from the Shopify App Store to customize a solution that supports growth.

---

## Stay informed in real time

Monitor each store's performance from your centralized back office to make informed business decisions with comprehensive data and analytics.

---

## Sell in more countries

Go global with retail software that works across the world as well as localized hardware and payments options in four continents.

---

## Grow your customer base

Turn retail into your most powerful acquisition channel with features that make customer data capture friction-free.



# Product Overview

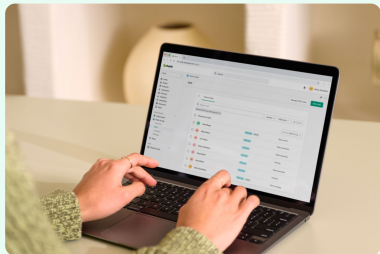


# Shopify POS **eliminates the gaps** between your retail business and online channels





# How does it work?



## Centralized back office

Manage products, payments, customers, and more across all the places you sell, in store and online



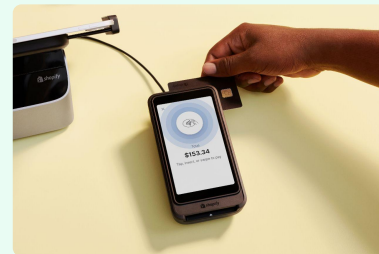
## Powerful POS app

Close sales and check out customers anywhere with the mobile POS app that syncs with your online store



## Fully-integrated hardware

Get flexible hardware that's reliable and creates an effortless checkout everywhere you sell



## Built-in payment processing

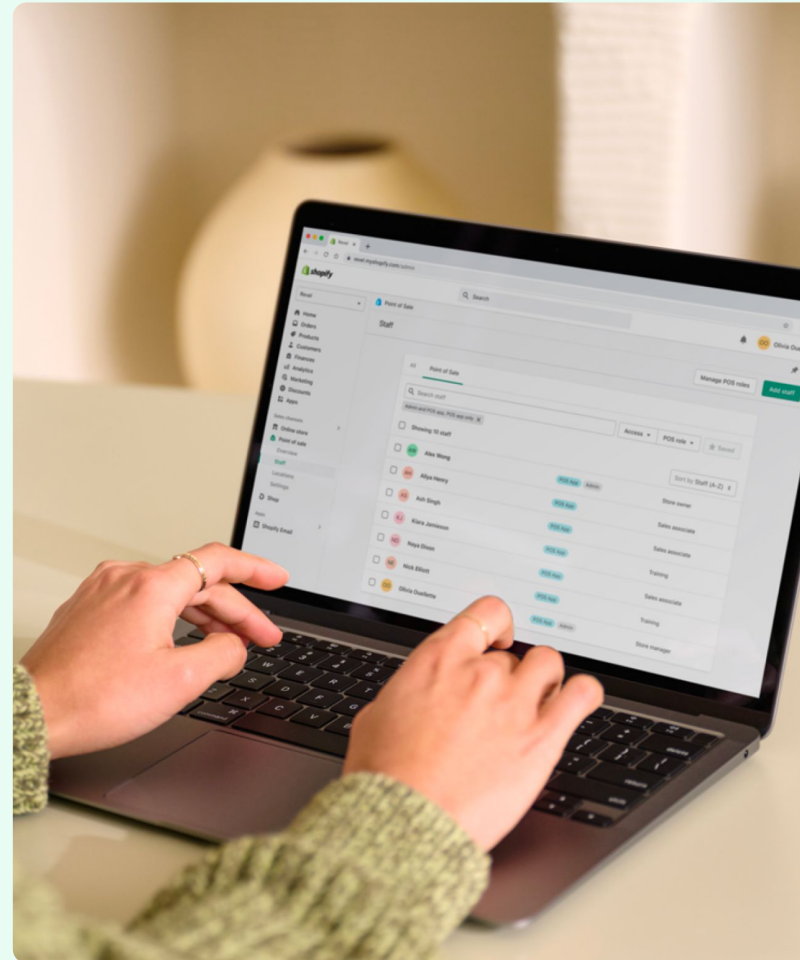
Set up Shopify Payments and you'll be able to sell reliably and securely across all your channels



# Centralized back office

**One, easy-to-use interface that connects your online store with up to 1,000 retail locations**

- Unlimited products and staff, automatically synced and managed across channels and locations
- Multi-location smart inventory management system with live order tracking
- Customer relationship management in store and online
- Centralized control over staff roles and permissions
- Actionable and comprehensive live reporting







# Powerful POS app

**A customizable mobile app that's easy to train and efficient to use**

- Efficient checkout with a customizable smart grid
- Real-time view of inventory, orders and customers, with data automatically synced with your back office
- True omnichannel fulfillment optimizes conversion
- Marketing tools and integrations offer holistic, customer-centric shopping experiences





# Fully- integrated hardware

**Build your perfect POS with fully-integrated  
Shopify hardware**

- Choose from a selection of devices to create a custom point of sale setup
- Close sales anywhere with portable solutions that let customers pay any way
- Take payments confidently with 99.9% uptime across the Shopify platform, and no need for manual data entry

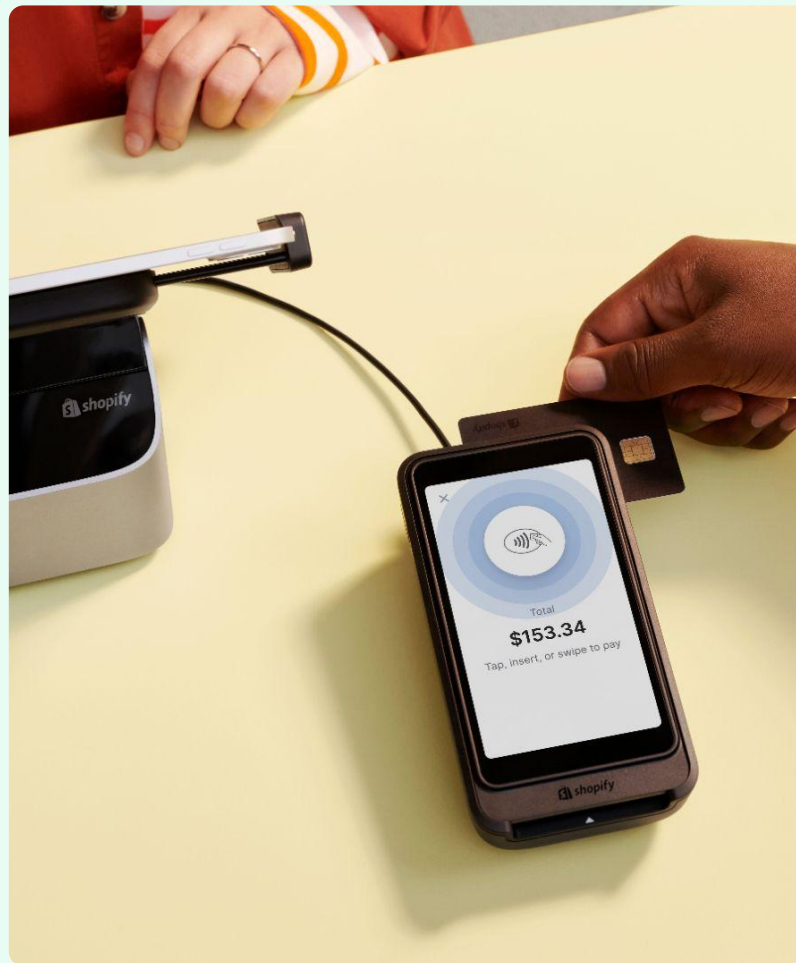




# Built-in payment processing

**A single payment provider for in-store and online sales—included with every Shopify plan**

- Accept all popular payment methods with a range of fully-integrated card readers
- Manage your finances in one place, with zero data reconciliation and automated reporting
- Stay in control of cash flow with consistent rates and quick payouts
- Tap into an ecosystem of flexible payment options and growth products, powered by Shopify Payments





# Shopify platform and ecosystem

# Shopify is the commerce company

From online...

**\$ Billions** in sales processed through Shopify

used by **Millions** of merchants

to serve **Billions** of customers

To in-person

**We're bringing this to retail with these core principles:**

**Building the fundamentals**

From online to in-person, every retail feature is purpose-built to be seamless with your online store.

**Innovating above and beyond**

We are re-inventing the in-store experience and changing what excellent customer experiences look like. We allow merchants to innovate and grow without tech limitations.



## An omnichannel partner that scales with you

However retail evolves, Shopify will be the engine behind it.

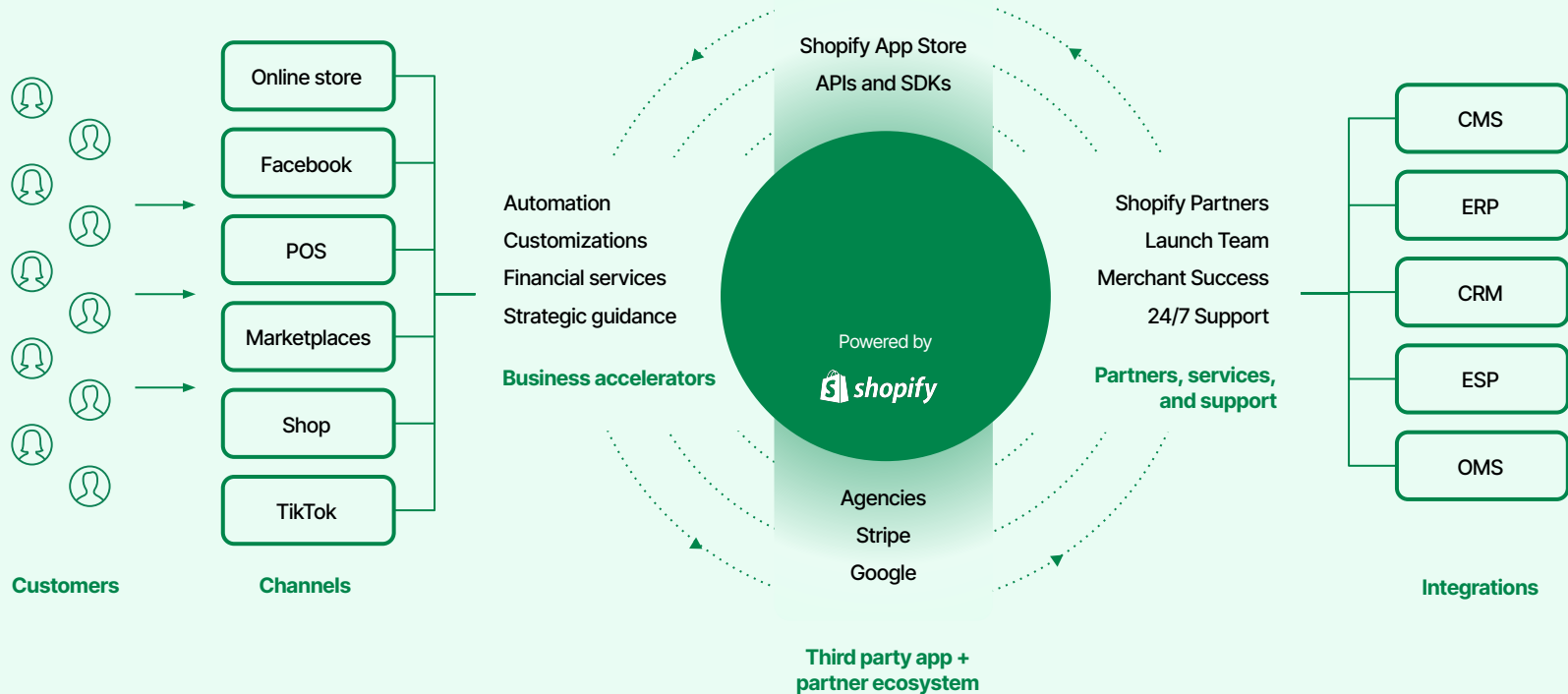


## The tools to customize your experience

Be part of the largest commerce ecosystem in the world.

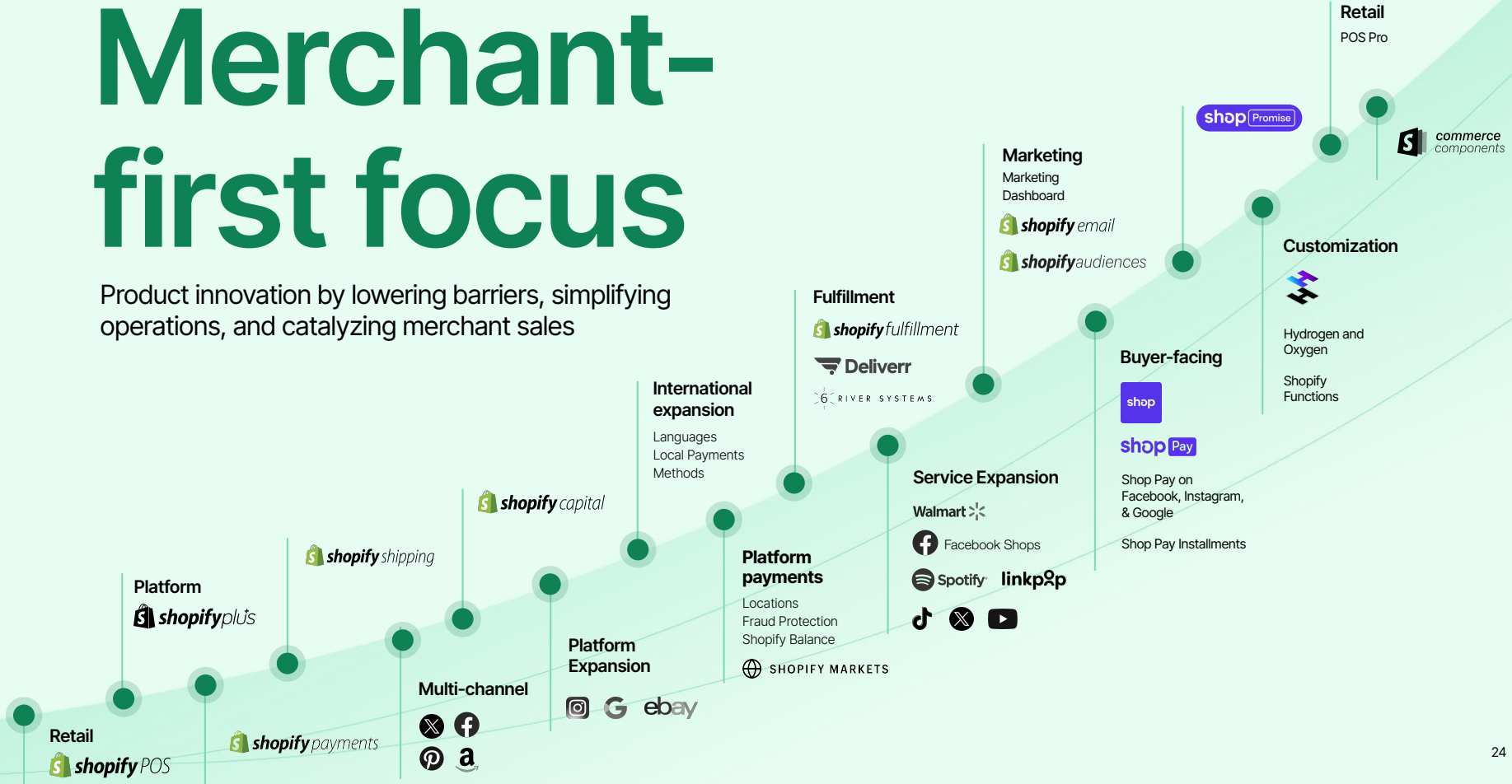


# Shopify platform at a glance



# Merchant-first focus

Product innovation by lowering barriers, simplifying operations, and catalyzing merchant sales





# An omnichannel partner that scales with you

Omnichannel is the largest opportunity for our merchants, so it's a key area of investment for Shopify.

## WHY

### Physical retail is back

In store and online are now effectively one continuous experience and no longer separate lanes of business.

**81%**

of Gen Z consumers prefer to shop in store

**60%**

of retailers say reducing friction between in store and online fulfillment is their top priority

## HOW

### Unified, extensible back office

Tools to keep running your business simply



### App integrations

The ability to endlessly customize



### Demands

More reasons for your customers to say yes



### More sales

# Tools to customize your experience

---

## Industry-leading app store

Plug in to the world's largest commerce ecosystem, with POS apps offering endless extensions to Shopify's native functionality.

### **All our apps are reviewed, tested, and approved for:**

- Ease of installation and setup
- Functionality and quality
- Security and risk
- Data and user privacy
- Support

---

## Over 40K+ partners actively working with Shopify

**Our ecosystem of trusted partners means there's always someone to help.**

- Complete store migrations
- Build custom POS apps
- Design and branding support
- Full-service marketing strategies
- Omnichannel business strategies



**The power  
of Shopify**

**Millions**

Of merchants

**175+**

Countries

**Paired with  
Partner  
ecosystem**

**10k+**

Apps in our app store

**40k+**

Active partners

**Powers  
Global economic  
activity**

**\$444B+**

Global economic activity

**5M+**

Global jobs supported

**In order to best  
Support your  
business**

**38x**

For every \$1 of Shopify revenue,  
our merchants earn \$38

**100M+**

Shoppers opted in to Shop Pay  
around the world

# We're committed to your success

Product innovation by lowering barriers, simplifying operations, and catalyzing merchant sales

**IL CORTE**

**40%**

Less time spent reconciling inventory

[Case study →](#)

**FILLING PIECES**

**90%**

Faster staff onboarding

[Case study →](#)

**OLIVIERI & CO**  
PASTICCERIA

**200%**

Faster store checkout

[Case study →](#)

**LA PORTEGNA**

**20%**

Increase in average order value

[Case study →](#)

**Sweet E's**  
BAKE SHOP

**41%**

Increase in repeat customer rate

[Case study →](#)

**PDPAOLA**

**5%**

Increase in customer lifetime value

[Case study →](#)

**R Y Z O N**

**40%**

Increase in store conversion rate

[Case study →](#)

**Lisla Store**  
TESORI PER LA TUA CASA

**300%**

Increase in gift card sales

[Case study →](#)

# Retailers powered by Shopify

GUESS

*allbirds*

VUORI

PARACHUTE

alo

Brandy♥Melville

  
DENNIS  
UNIFORM  
— since 1920 —

*Glossier.*

purple

JONATHAN ADLER



Psycho  Bunny

YARDBIRD

TODD SNYDER  
NEW YORK

  
cotopaxi

FRENCH CONNECTION

AVOCADO


  
BROOKLYN  
BEDDING

 RAD POWER BIKES

OAK + FORT **STUDS**

**GYMSHARK** 

 ROTHY'S

 gorjana

MEJURI

“

We evaluated some of the old-school guys, knowing we'd get the traditional POS that can handle some complexity right out of the box. But we would've sacrificed a ton on innovation.

Travis Boyce, Head of Global Retail Operations, Allbirds

Shopify is trusted by these fashion brands for both their in-store and online channels:

alo

FOREVER 21

*allbirds*

VUORI

*Stüssy*

Psycho  Bunny

TECOVAS

FOREVER NEW



---

“

---

**Shopify POS has unlocked omnichannel experiences for us, like seamlessly bringing up a customer's online purchases in a retail store. POS is also reliable and user friendly, allowing us to spend more time building differentiating features for our business and less time on tech support.**

Sandy Jeong, VP Digital at Glossier

---



*bathu*

[Read the case study →](#)

# Bathu used Shopify POS to open over 30 stores

“

Once we made the move to Shopify POS, we never looked back. It's been such a gamechanger for the business. It couldn't have been easier. You add a new location onto the point of sale, get the point of sale registered on that location, and everything is set up in just minutes.

Mario Toscano, Technology & Innovation Manager

## Challenge

Responding to explosive demand with disconnected systems

## Solution

Using Shopify POS to connect in store and online operations

## Results

Customers can shop however is easiest for them, and a 26% increase in revenue for Bathu







[Read the case study →](#)

# LisolaStore Grew Orders 20% by Unifying Sales Channels with Shopify

“

**We love Shopify POS because it connects seamlessly to our Shopify site. Shopify's complete commerce platform has everything we need to bring our omnichannel customer journey to life.**

**Antonio Cannavo**, CEO and Co-Founder of LisolaStore

## Challenge

Scaling the business beyond the original flagship store

## Solution

Unifying in store and online sales with Shopify, to ensure that sales never get missed due to stockouts

## Results

Record low levels of inventory shrinkage and 15% higher order rates on average





THE INSPIRATION | CO. [Read the case study →](#)

# The Inspiration Company used Shopify POS to manage 50+ locations

“

**Adding a point of sale location is easy with Shopify: just make inventory available at the new location and you're ready to go. There's no limit to the number of locations we can open with Shopify POS.**

Doug Waldbueser, Co-founder, The Inspiration Company

## Challenge

Efficiently managing over 50 stores across the US

## Solution

Using Shopify as a single system to oversee all operations and manage over 450 staff

## Results

A business model that makes scaling simple with as many as 80 new pop-ups planned for next year





# Onboarding



# Get set up quickly



## 01

---

### Choose your Shopify plan

This will determine the rates and reporting you're able to leverage and the support you receive from our Shopify teams.

## 02

---

### Add Shopify POS Pro

This subscription is designed for brick-and-mortar retailers who are looking for flexible growth online and in store.

## 03

---

### Choose your hardware

We offer a full range of fully-integrated hardware for all budgets and our teams can advise on the right package for you.



# Shopify Payments for POS



## In-store and online payment processing

Instantly accept all popular payment methods on every sales channel.



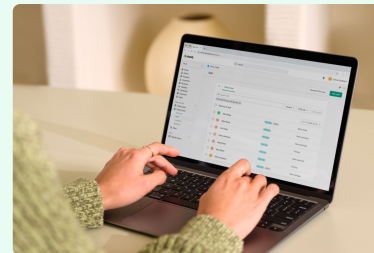
## Fully integrated payment hardware

Innovative hardware for professional checkouts anywhere in store.



## Transparent rates and quick payouts

Get Shopify Payments right out of the box with no hidden fees or setup fees.



## Financial reporting and analytics

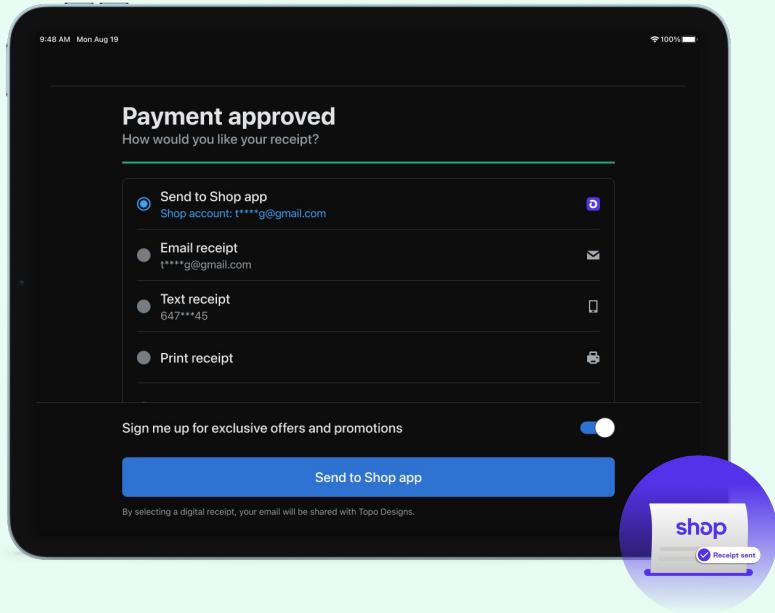
Streamline accounting and spot trends faster with a unified view of finances.



# Shopify POS features



# Email capture at checkout



**Seamlessly collect customer emails and marketing opt-ins at checkout.**

## Tap into Shop Pay's extensive network of buyers

When a customer completes their credit card payment and is matched to a Shop Pay user, Shopify POS can display their Shop email at checkout.

## Offer one-tap digital receipts for customers

Buyers can tap, rather than type, to receive a digital receipt via email or have it sent to their Shop app.

## Collect marketing opt-ins without friction

Grow your subscriber base with marketing opt-ins integrated into the buyer-facing checkout flow.

## Gain more visibility into retail buyers

Know your buyers better by having a full view of in-store and online purchases attached to one customer.



# Know your buyers best



## Gain more visibility into retail customers

Capture new customers or connect in-store purchases to existing customers with Shop Pay.

## Grow your customer base

Remove the friction of email collection at checkout with buyer-facing checkout screens for email entry and marketing opt-in.

## Improve in-store experiences

Give staff the holistic customer data they need to personalize store visits for every retail shopper.





# Shop Pay Installments



**Offer “buy now, pay later” options for customers shopping online and in store**

## Fully integrated at checkout

Customers simply scan a QR code on Shopify POS and complete checkout on their own device.

## Flexible payment plans

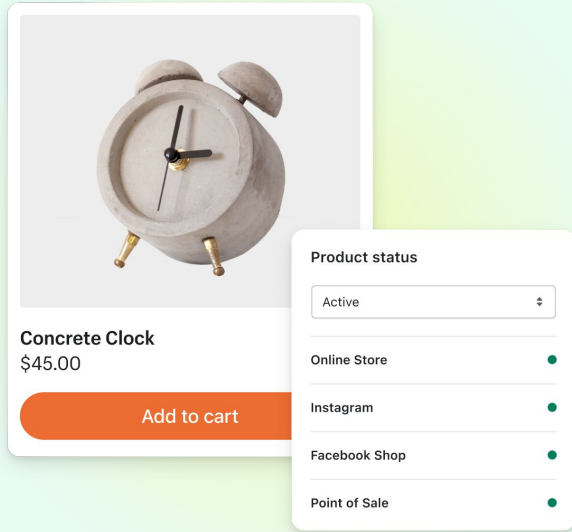
Customers can choose from 4 interest-free payments every 2 weeks or longer monthly payment plans.

## Get paid in full up front

Get paid in full for every installments purchase so you never have to chase a payment.



# Omnichannel selling



The image shows a product card for a 'Concrete Clock' priced at \$45.00. The card features an 'Add to cart' button. A white overlay box is positioned over the bottom right of the card, displaying the product's status and available sales channels. The status is 'Active', and the channels listed are 'Online Store', 'Instagram', 'Facebook Shop', and 'Point of Sale', each with a green dot indicating availability.

Product status	
Active	⌵
Online Store	●
Instagram	●
Facebook Shop	●
Point of Sale	●

## Every channel from one system

### Buy online, pick up in store

Bring online shoppers into your store with pickup options that help drive foot traffic and revenue.

### Buy in store, ship to customer


Convert sales in store by ordering items for shoppers and shipping to their home.

### Browse in store, buy online

Email virtual carts to shoppers who prefer discovering products in store, and buying online.



# Inventory management



**Coffee Pot**  
\$120.00

### Inventory by location

<b>Downtown</b> Current location	<b>1</b>
<b>7th Avenue</b> 1.9 mi	<b>15</b>
<b>Parkdale</b> 5.5 mi	<b>0</b>

**Review inventory levels and manage stock in all your locations from one back office**

#### Automatic inventory syncing

Review inventory states across various locations as items are sold, restocked, or returned.

#### Centralized order management

Manage local pickup, delivery, returns, and exchanges directly from your point of sale.

#### Inventory states

Mark items as committed, unavailable or on hand to ensure your POS remains a system of record for our IMS or ERP.



# Customer management

**Create customer profiles to track purchases and deliver personalized shopping experiences that convert**

**Rachel Brass**  
Accepts marketing

Customer for  
**3 years, 8 months**

Total orders  
**5**

Total spent to date  
**\$1,869.57**

## Automatic customer profile syncing

Track customer data online and in store, from order history to personal preferences.

## Easy-to-use gift cards

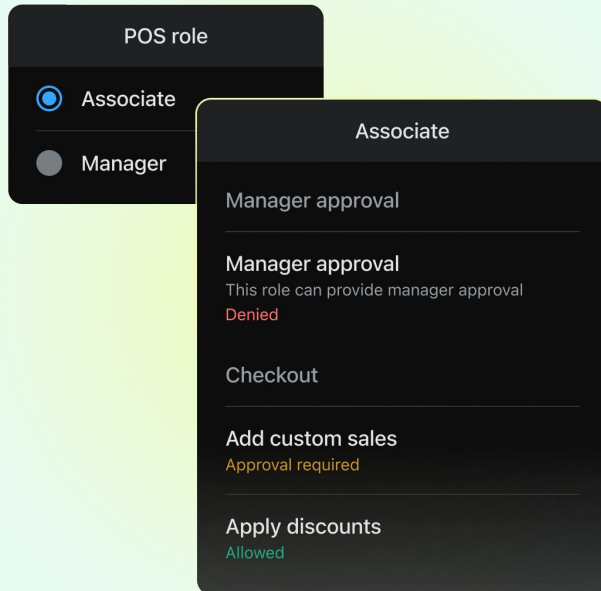
Access gift card history, check balances and re-send digital gift cards all from a customer's profile in the POS.

## Marketing and loyalty tools

Build lasting relationships, notify customers of upcoming sales or new products and reward their loyalty with exclusive events and discounts.



# Staff management



**Control staff permissions and approvals, track performance, and create unique IDs**

## Create unlimited POS logins

Set up as many logins as you need. At the click of a button you can assign the same set of permissions to staff who share the same role.

## Assign roles and permissions

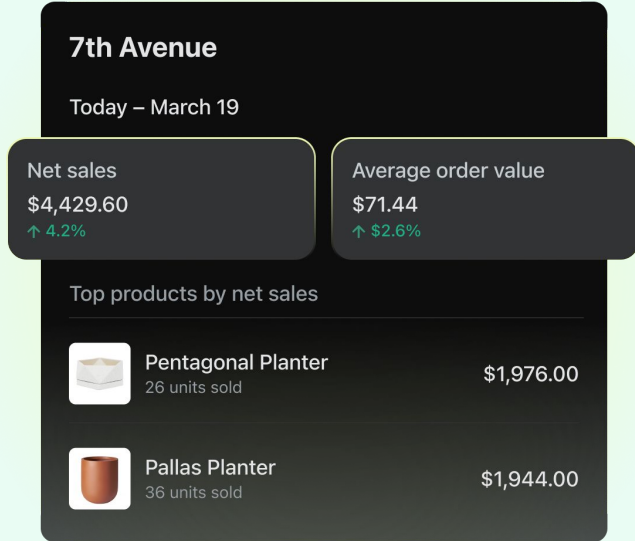
Create roles and customize permissions so every employee has only the access they need, from store associates to back room staff.

## Set up manager approvals

Safeguard sensitive tasks and give managers authority over processing refunds or exchanges, applying discount codes and more.



# Reporting and analytics



**Understand your business, from what items are bestsellers to when you're busiest**

## Daily sales reports

Get an overview of your entire business online and in store at a glance, automatically generated from your POS.

## Granular breakdowns

Get insights and make informed decisions about which products are selling, which locations are productive and which promotions are worth running.

## Cash flow, tracking, and finance reports

Generate the reports you need to make it easy to review your finances, know when you'll be paid, and accurately track what's in your cash drawer.



# Hardware options

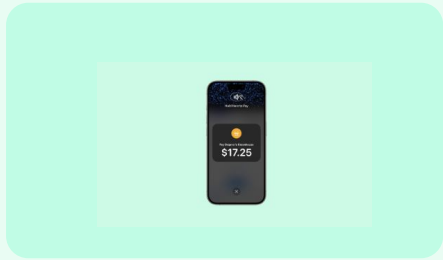


# Build your best checkout



## Behind the counter

Set up your checkout counter with everything you need



## On the sales floor

Check out customers anywhere in store with wireless devices



## Compatible accessories

All you need to complete your point of sale system





# Shopify POS app



# POS App Guide

## Additional functionality for greater sophistication

<b>BOPIS</b>	<a href="#"><u>Zapiet</u></a>
<b>Automated discounts</b>	<a href="#"><u>Stackable Discounts</u></a>
<b>Inventory management + migration</b>	<a href="#"><u>Stocky</u></a> , <a href="#"><u>Shopventory</u></a>
<b>Gift card migration</b>	<a href="#"><u>SellingPoint</u></a>
<b>Loyalty</b>	<a href="#"><u>Yotpo Loyalty</u></a> , <a href="#"><u>LoyaltyLion</u></a> , <a href="#"><u>Growave</u></a> , <a href="#"><u>Smile</u></a>
<b>Marketing</b>	<a href="#"><u>Marsello</u></a>
<b>Customer data migration</b>	Transporter App
<b>Payroll and time clock</b>	<a href="#"><u>Homebase</u></a>

## Specialized functionality for specific use cases

<b>Variable price products</b>	<a href="#"><u>Filljoy</u></a>
<b>Appointment setting</b>	<a href="#"><u>Sesami</u></a>
<b>Donations</b>	<a href="#"><u>ShoppingGives</u></a>
<b>Gift card migration</b>	<a href="#"><u>SellingPoint</u></a>
<b>People counter</b>	<a href="#"><u>Dor</u></a>
<b>In-store experiences</b>	<a href="#"><u>Experiences</u></a>
<b>Personalisation</b>	<a href="#"><u>Engage</u></a>
<b>CRM and clienteling</b>	<a href="#"><u>Ender</u></a>



# Thank you