

Software Advice BuyerView: Point-of-Sale Software Report

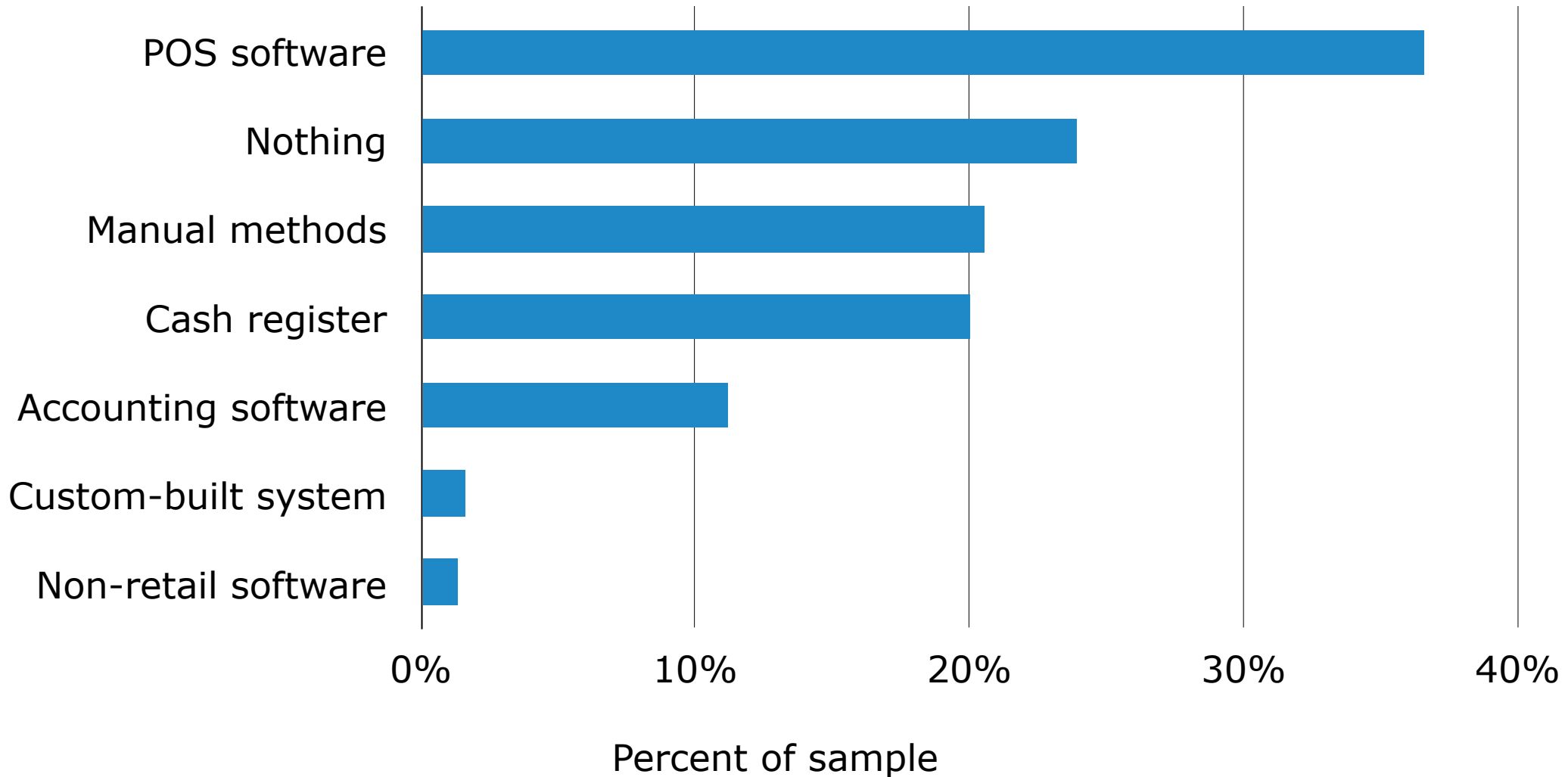
Insight into today's software buyer

Abstract

Every year, Software Advice is contacted by thousands of organizations looking for the right point-of-sale (POS) software—which gives us unparalleled insight into the needs of today's software buyers. We recently analyzed a random selection of these interactions from 2013 to 2014 to uncover retailers' most common pain points and their reasons for purchasing new software.

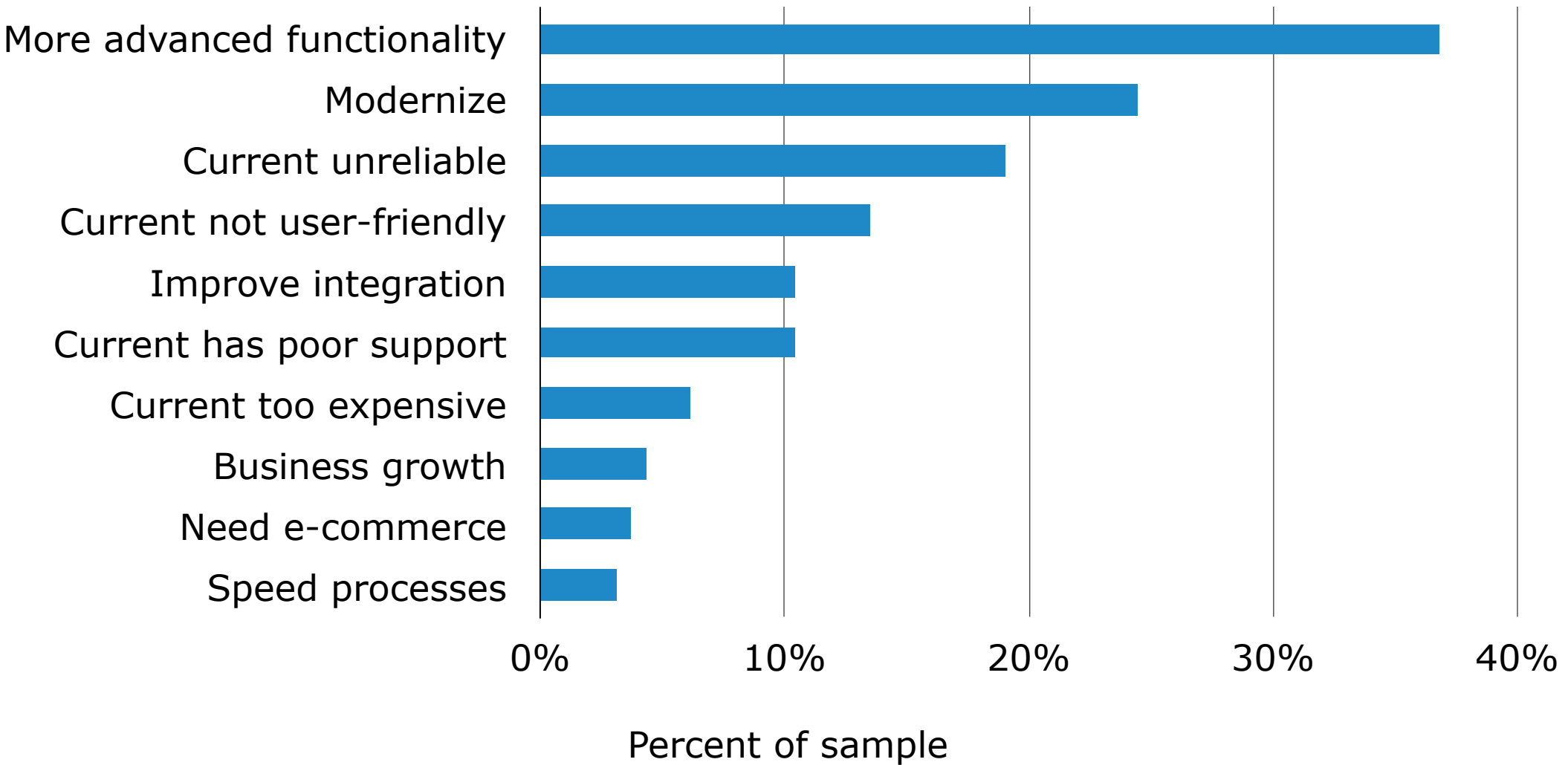
- Most of our buyers (42 percent) wanted to replace their existing POS or other retail software.
- Software replacement was most driven by buyers' needs for more robust functionality (37 percent).
- Inventory management was the most requested application (80 percent), followed by reporting and analytics (60 percent).

Many Buyers Replacing Existing POS Software



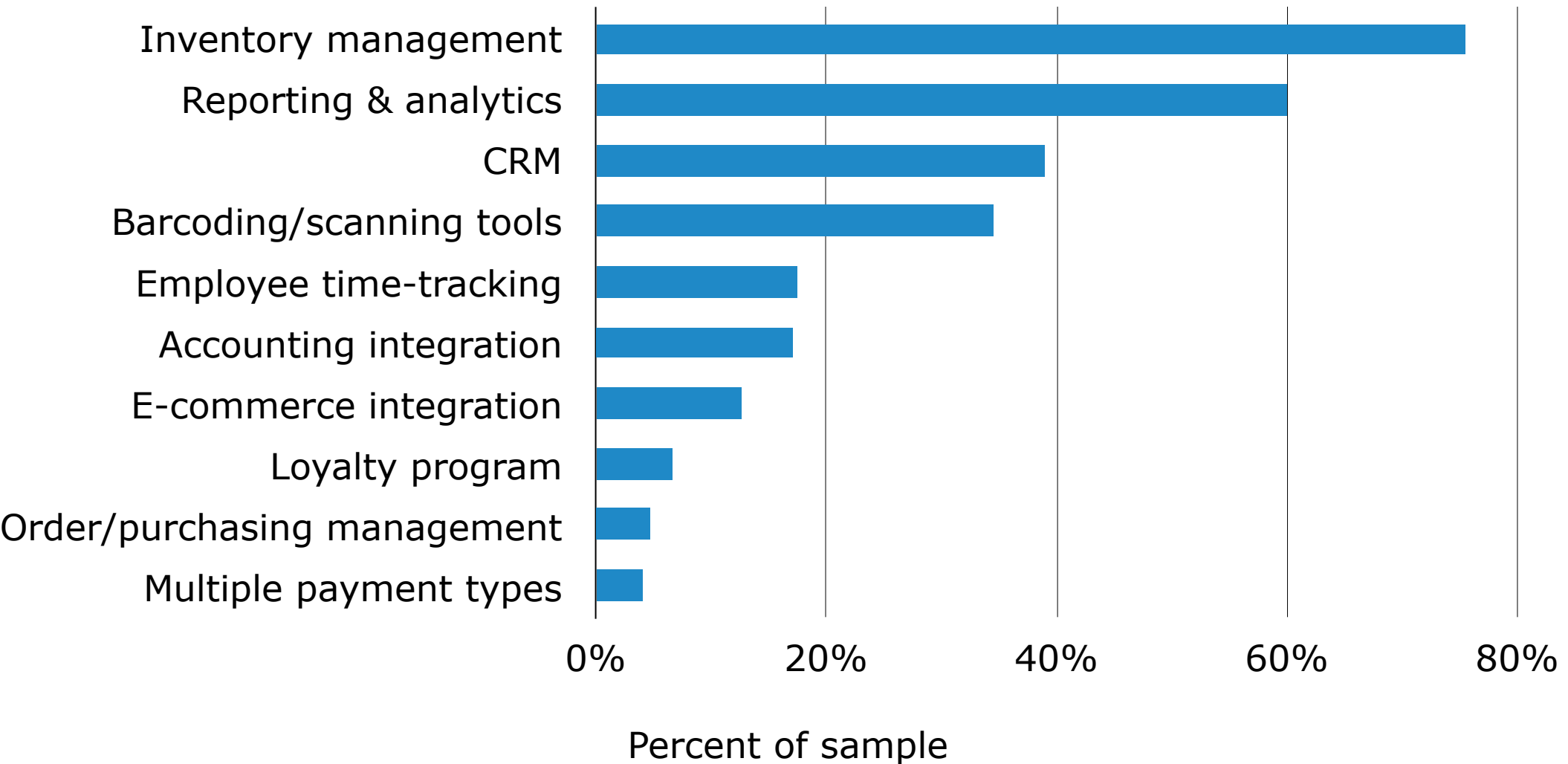
Thirty-seven percent of buyers in our sample were currently using POS software to manage data, while 22 percent relied on manual methods (e.g., spreadsheets).

Current POS Users Seek Advanced Functionality



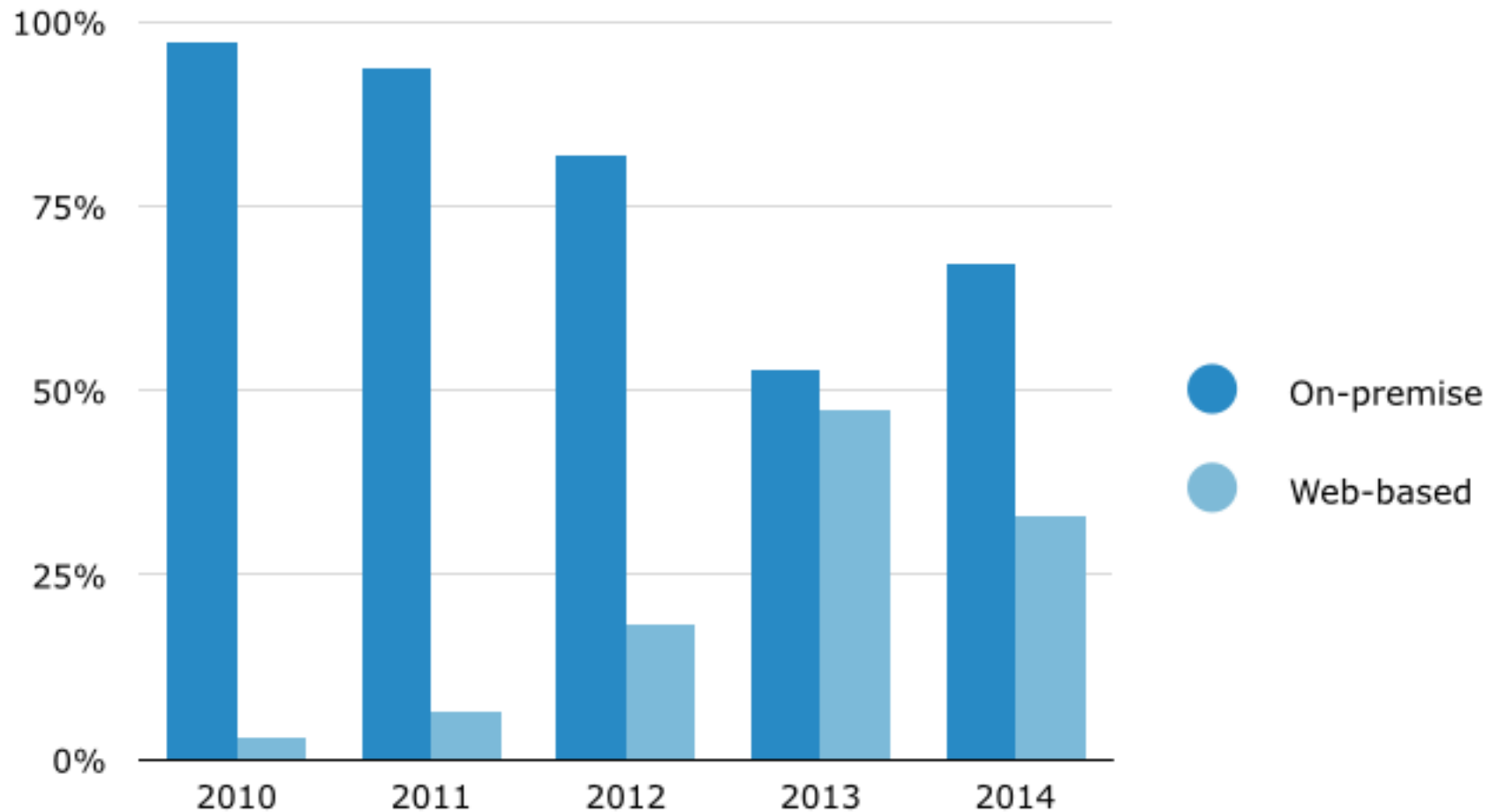
Forty-two percent of buyers were replacing existing retail software; of those, 37 percent said a need for advanced functionality was their main reason for purchase.

Inventory, Reporting Most-Requested Applications



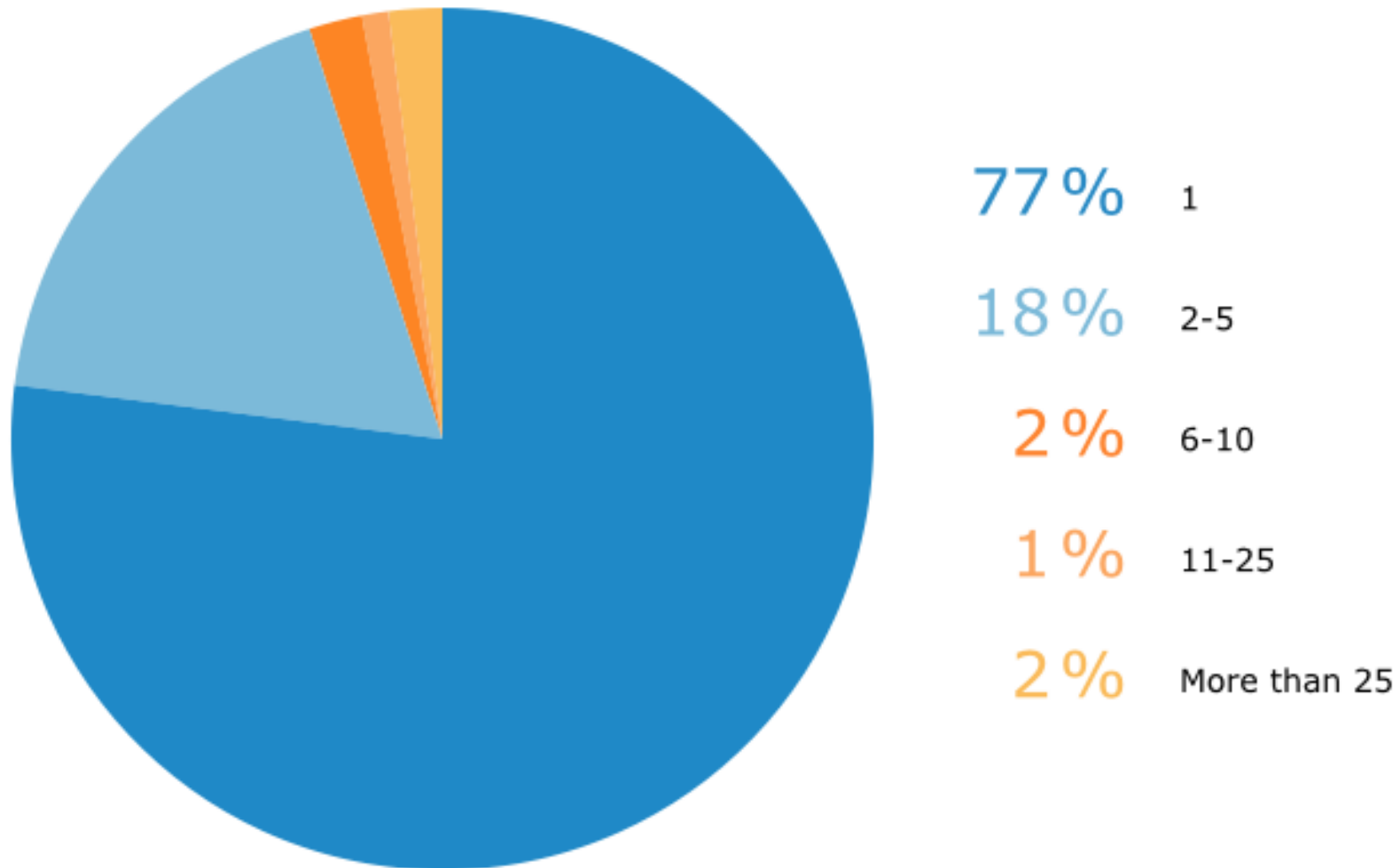
Inventory management and reporting and analytics were the top-requested applications—listed by 80 percent and 60 percent of buyers, respectively.

Preference for Web-based Software Declines Slightly



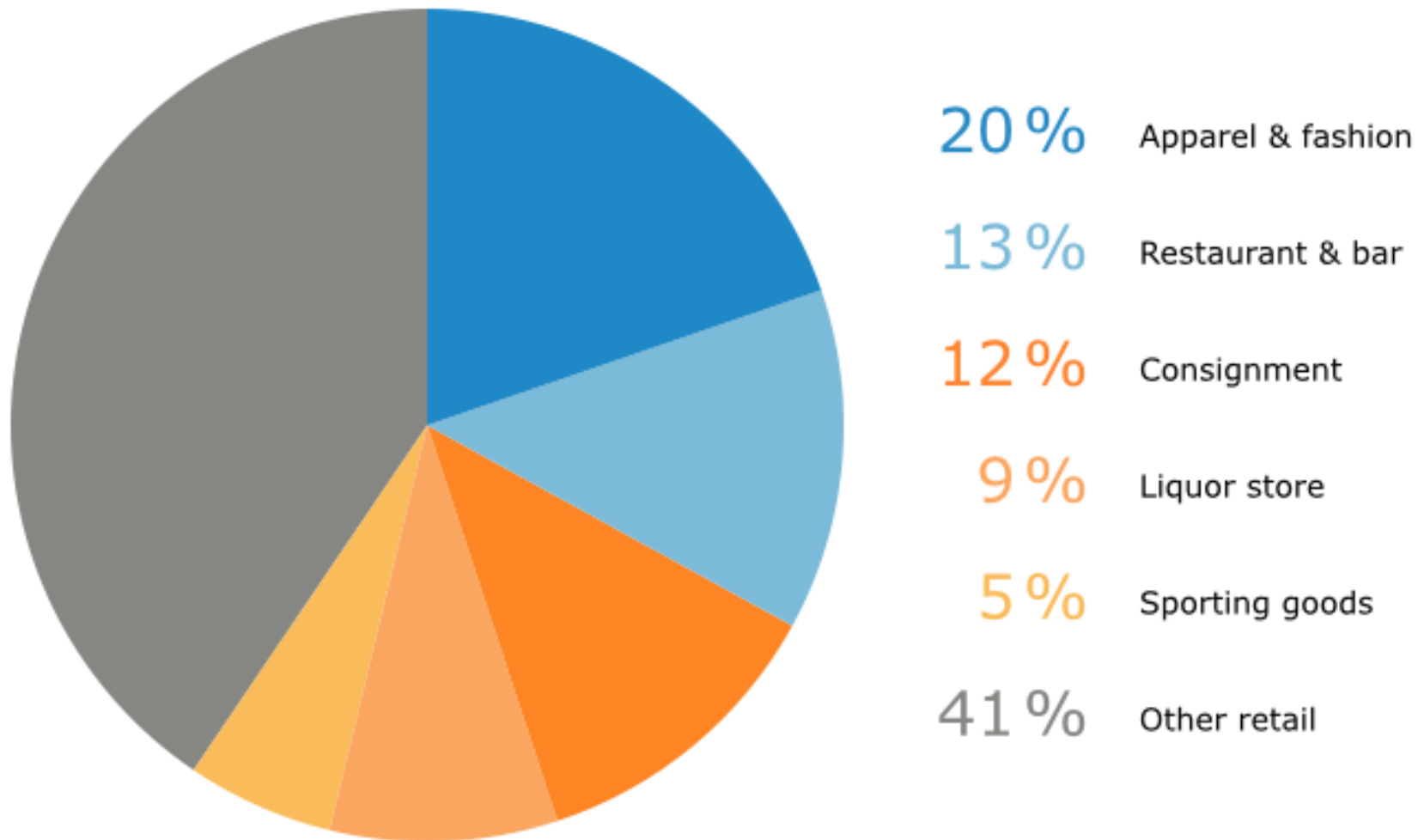
From 2010 to 2013, retailers' preferences for Web-based products increased rapidly—from 3 to 47 percent. This year, there was a decrease, to 33 percent.

Majority of Buyers Represent Single-Store Retailers



Our sample was largely comprised of retailers evaluating software for use in a single-store retail operation (77 percent).

Most Buyers Purchasing Software for Specialty Shops



The majority represented specialty shops: apparel & fashion (20 percent); liquor store (9 percent); sporting goods (5 percent); all other specialties (41 percent).

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