

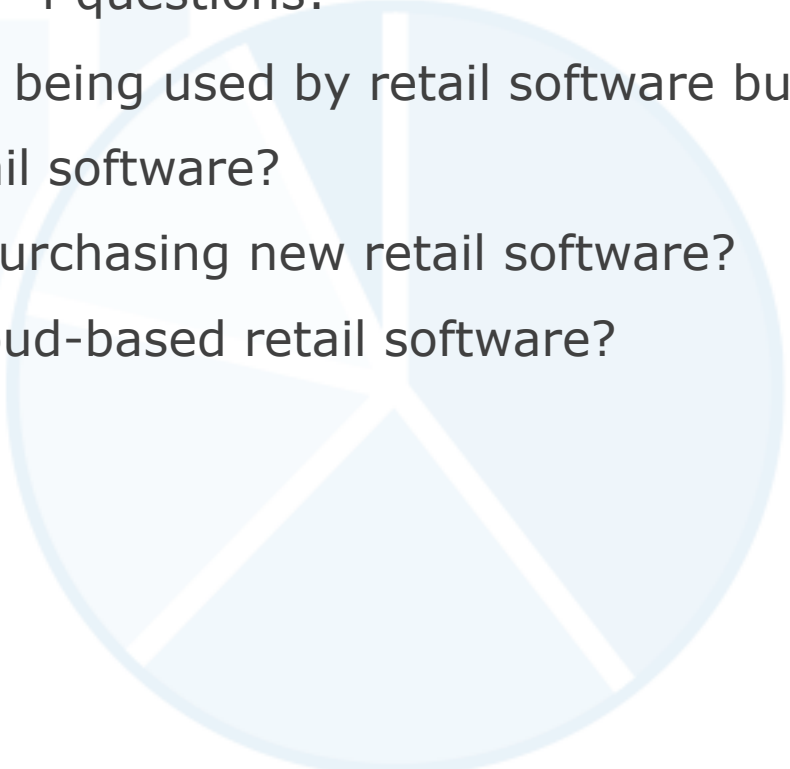
# Point of Sale Software BuyerView Report | 2013

Insight into today's software buyer

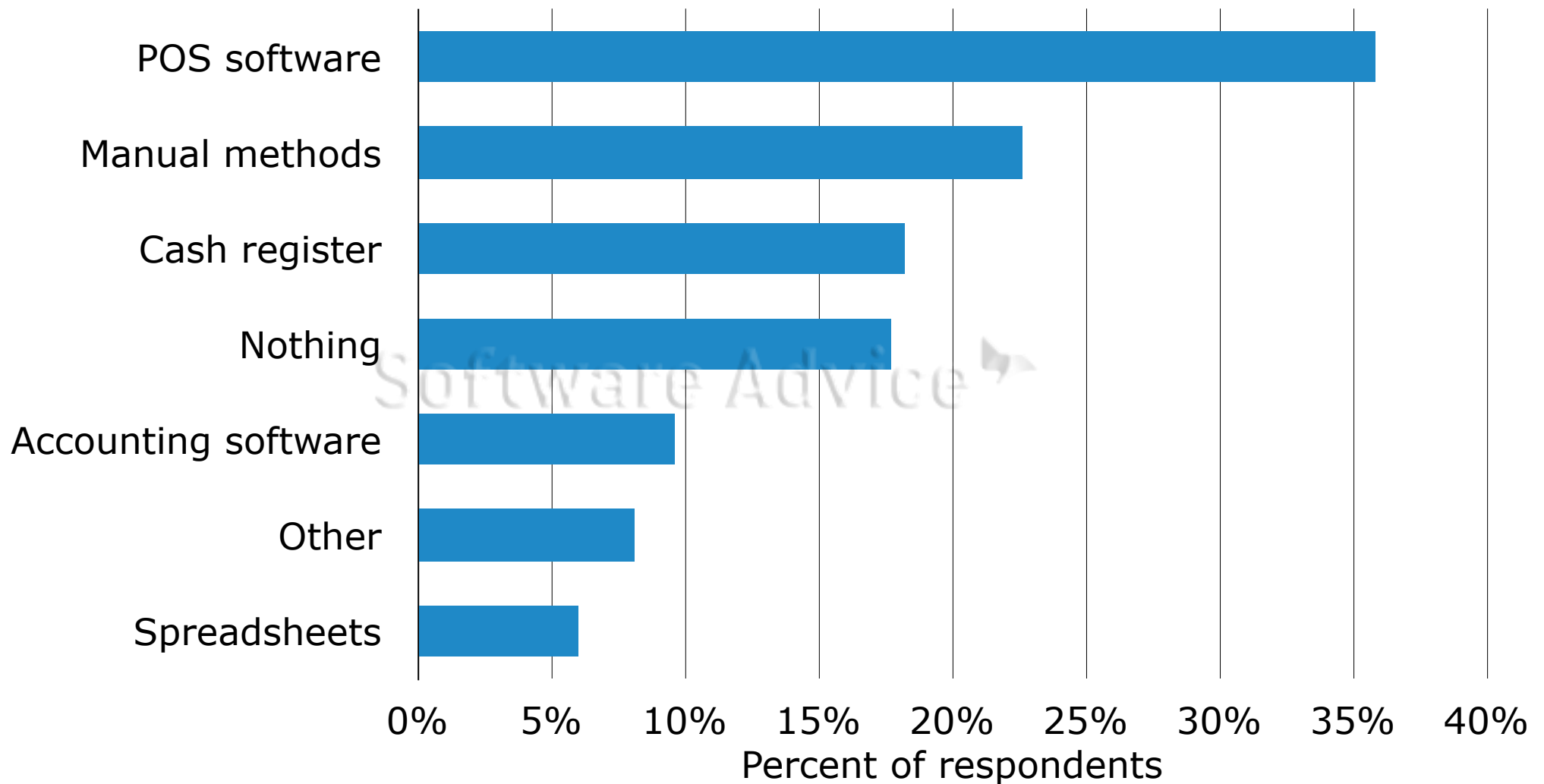
# Abstract

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Over the years, we've spoken with thousands of retailers considering new point of sale software solutions. This BuyerView research analyzes our phone consultations and aims to answer 4 questions:

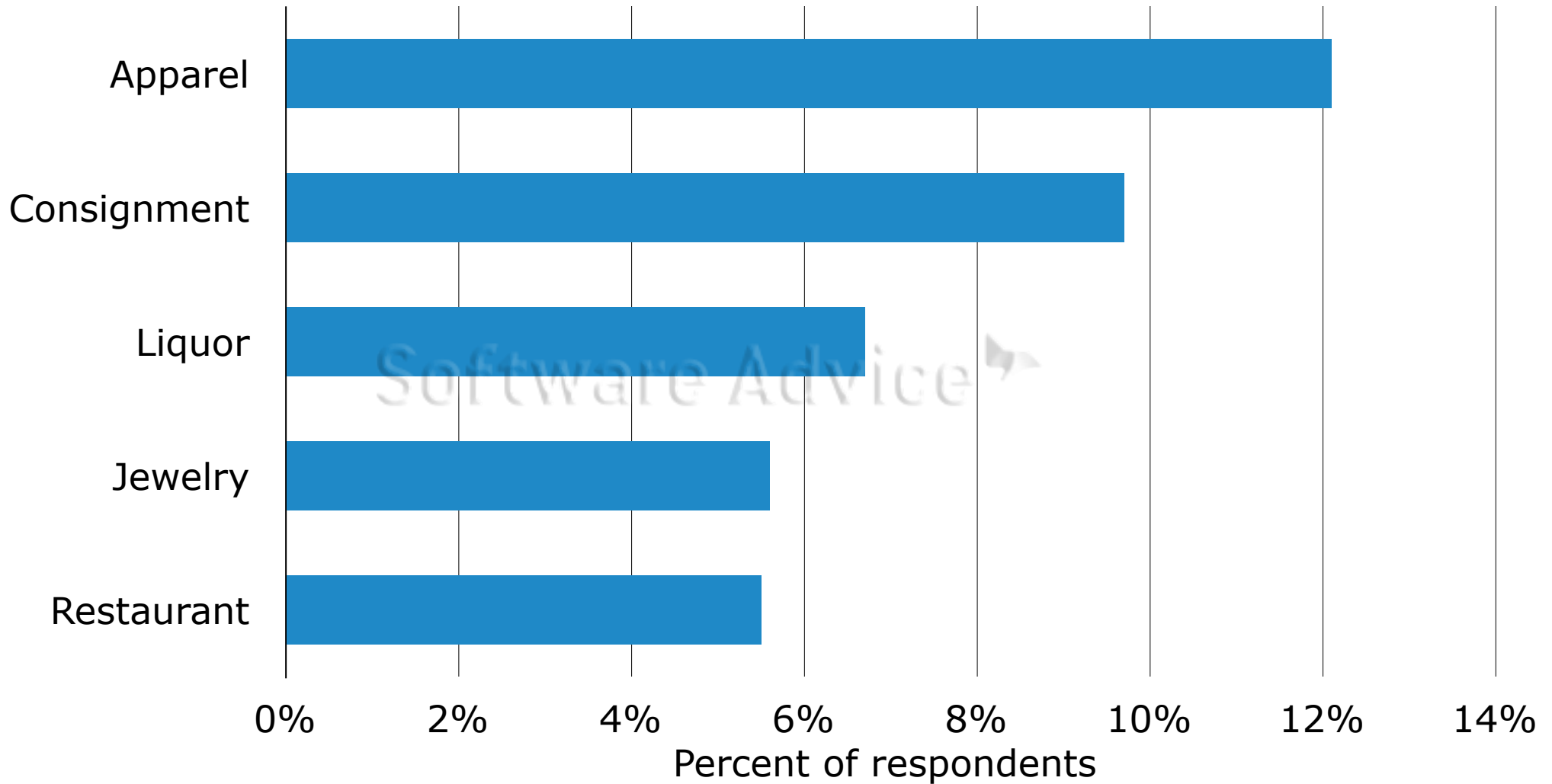
- Which sales tools are currently being used by retail software buyers?
  - Who is looking to buy new retail software?
  - What are the top reasons for purchasing new retail software?
  - Are retailers looking to buy Cloud-based retail software?
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## Sales Tools Currently Being Used by POS Buyers



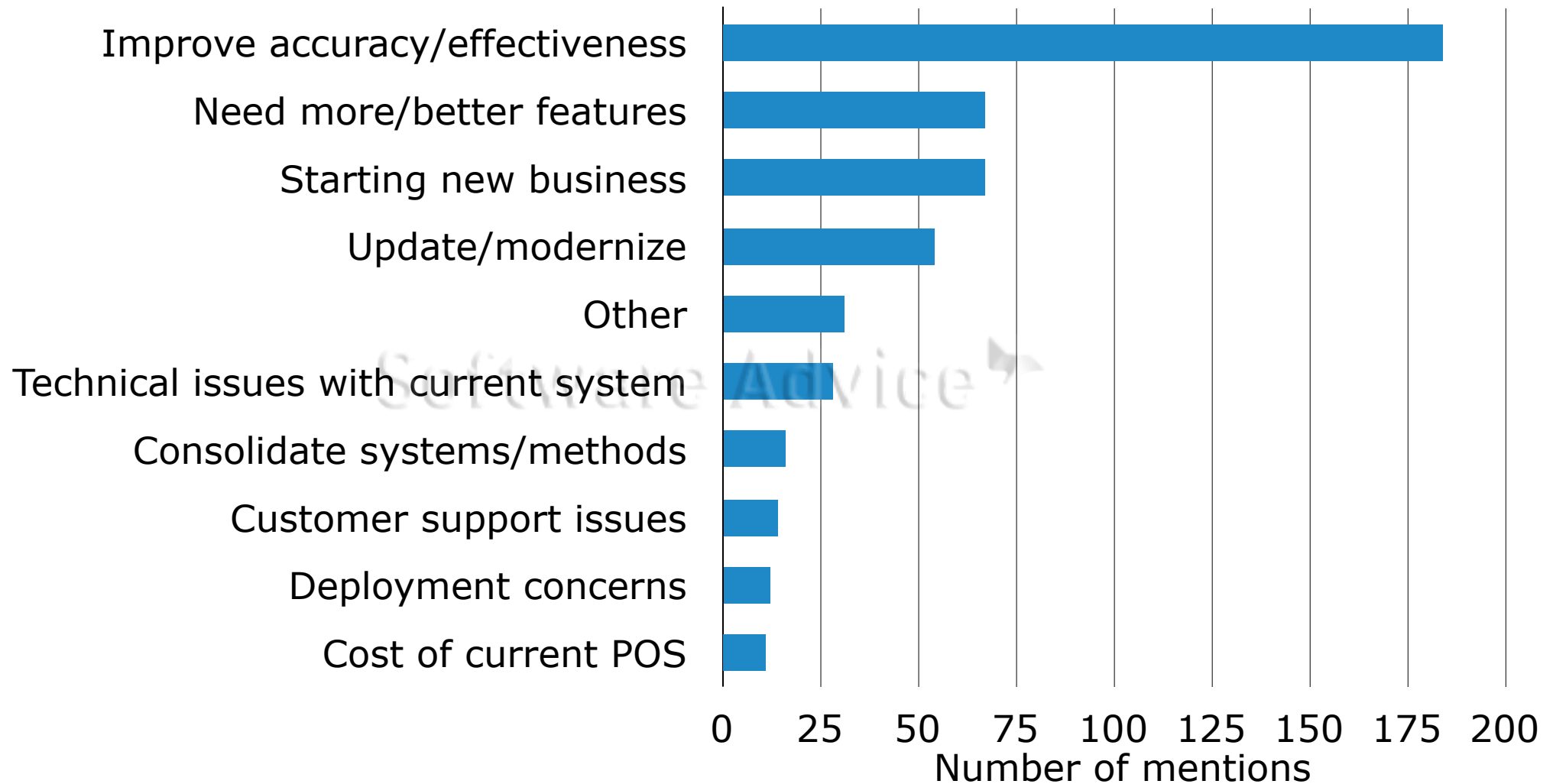
Over a third of buyers are already using POS software. Eighteen percent marked "nothing" because they are opening a new store.

## Top 5 POS Software Market Segments



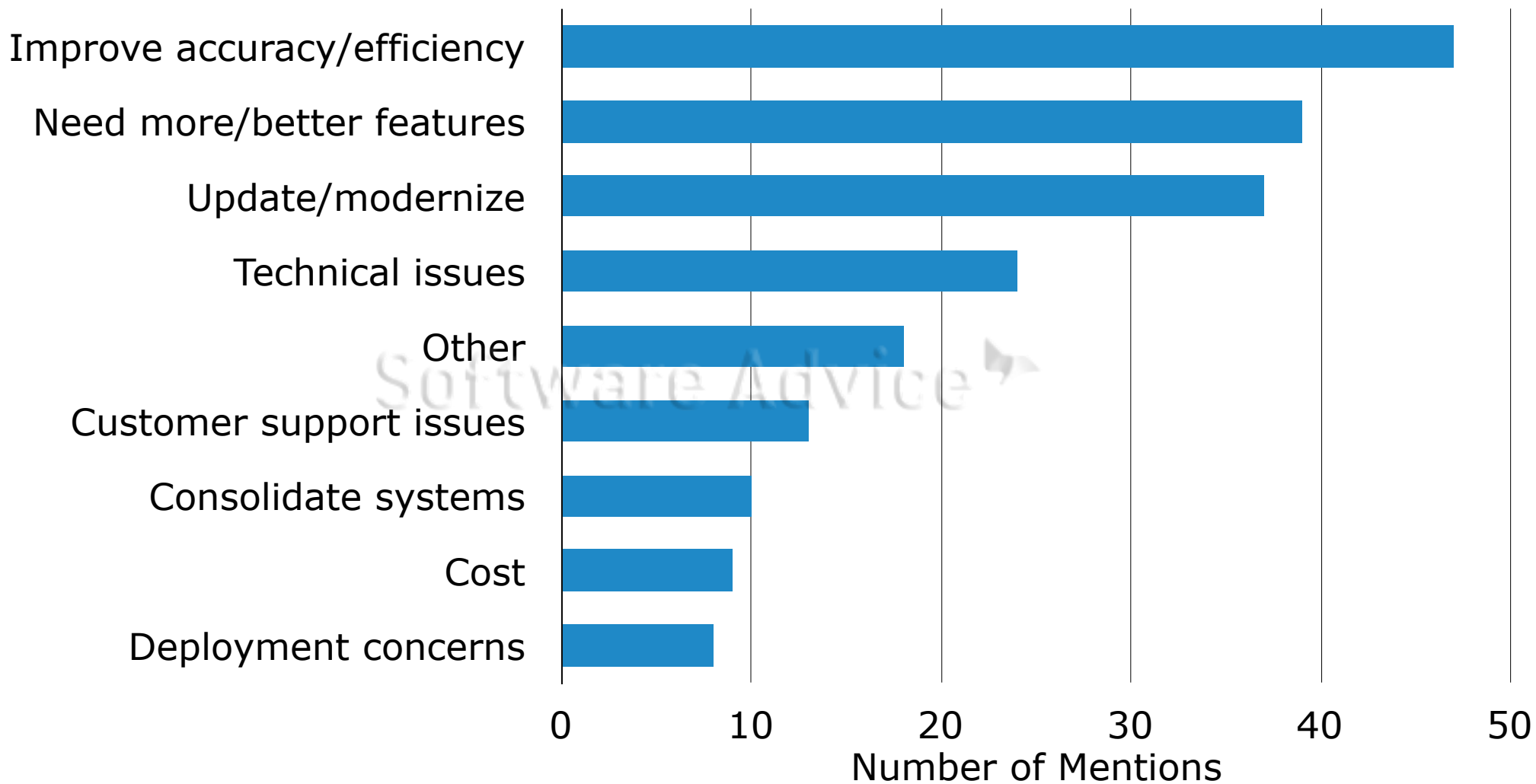
The top five segments represent two-fifths of our retail sample. Apparel & fashion is the largest segment, representing 12% of all POS buying activity.

## Reasons for Purchasing - High Level Overview



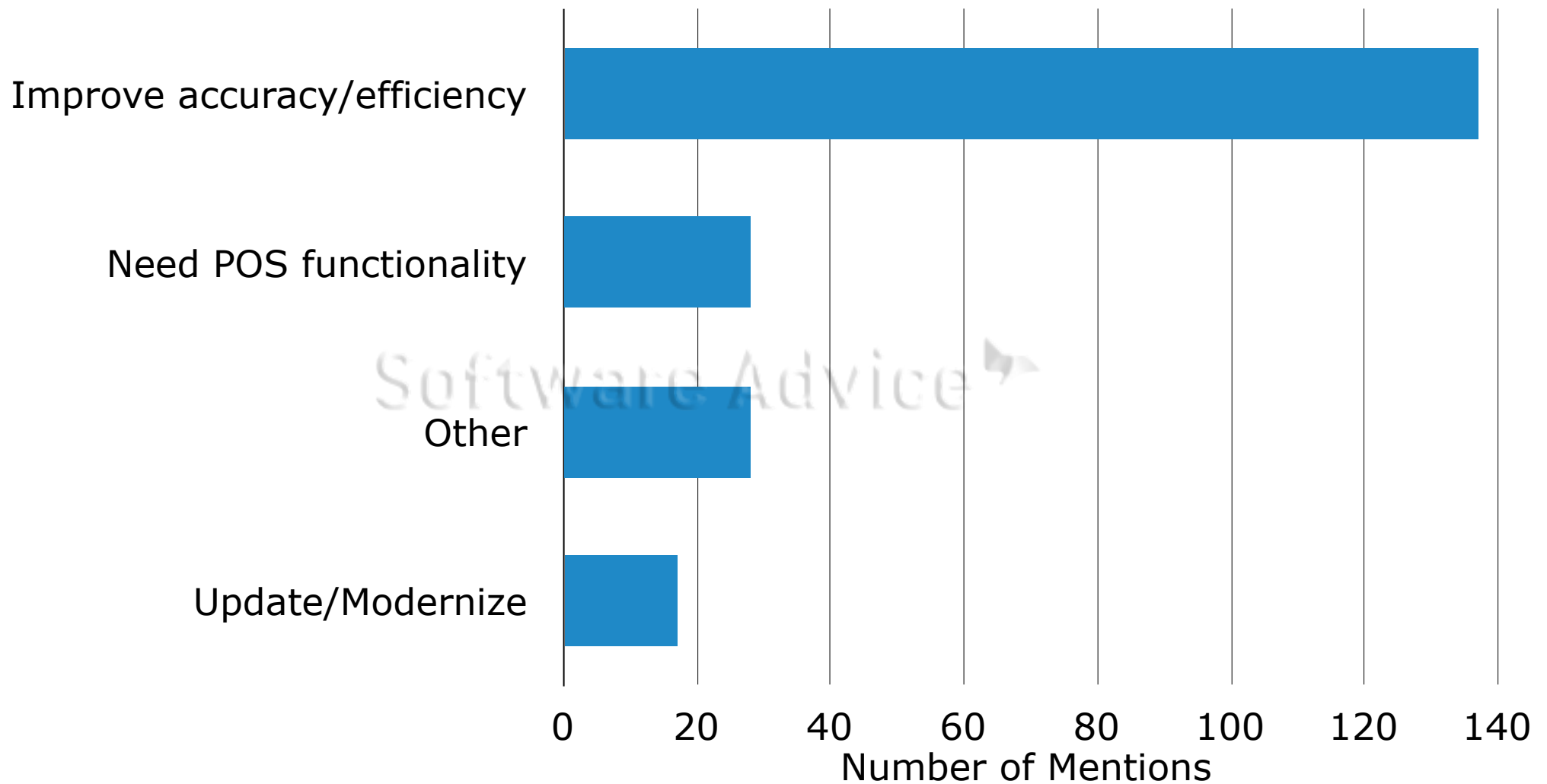
The majority of buyers mentioned the need to improve accuracy, modernize their systems or obtain specific POS features or functionality.

## Reasons for Replacing Existing POS Software



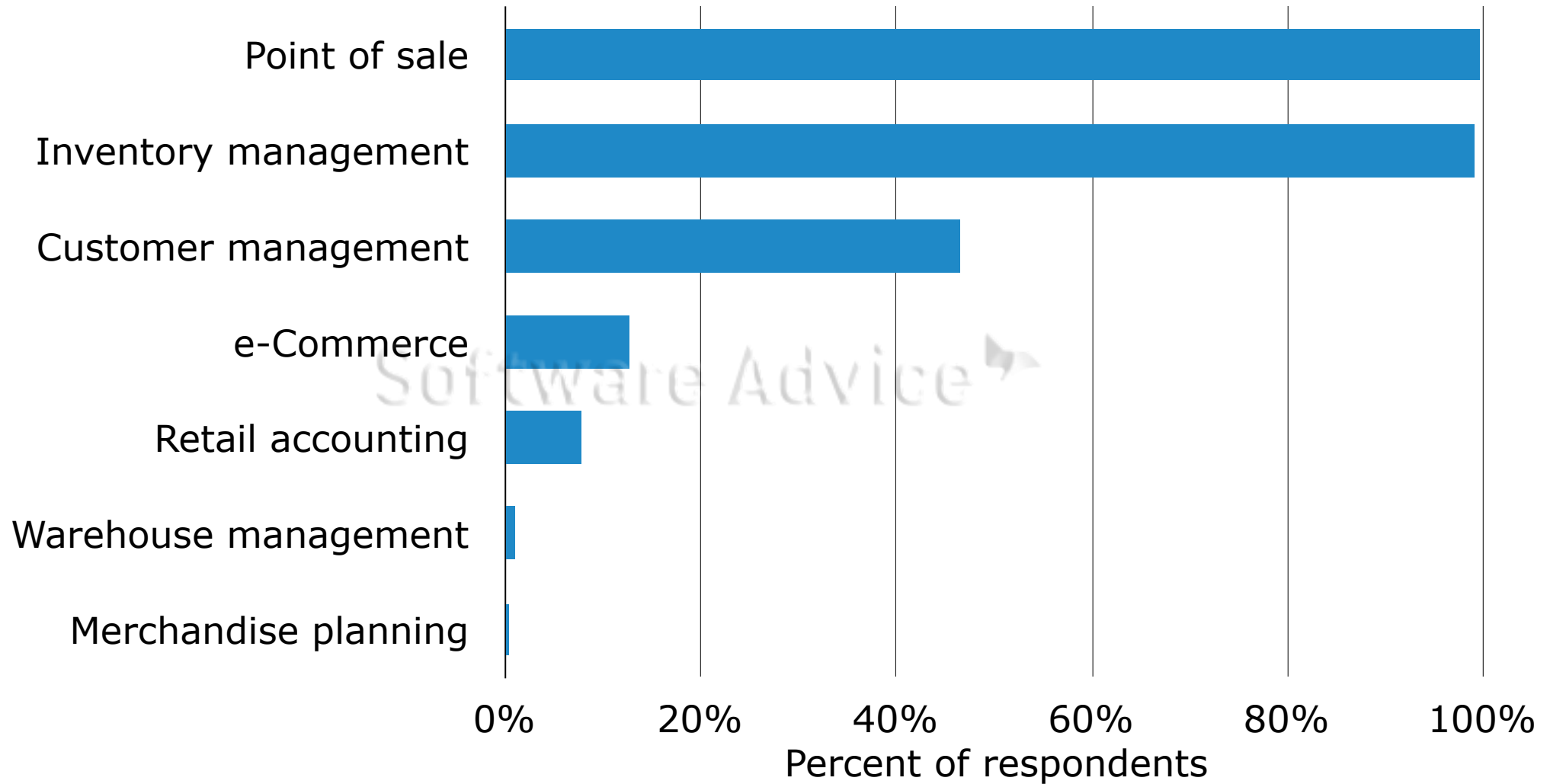
Although about a third of current POS users are seeking to improve accuracy/efficiency, many other factors play into replacing an existing POS system.

## Reasons for Replacing All Other Methods



For all other methods (spreadsheets, cash register, paper, etc.), improving accuracy is the primary consideration for over three-quarters of buyers.

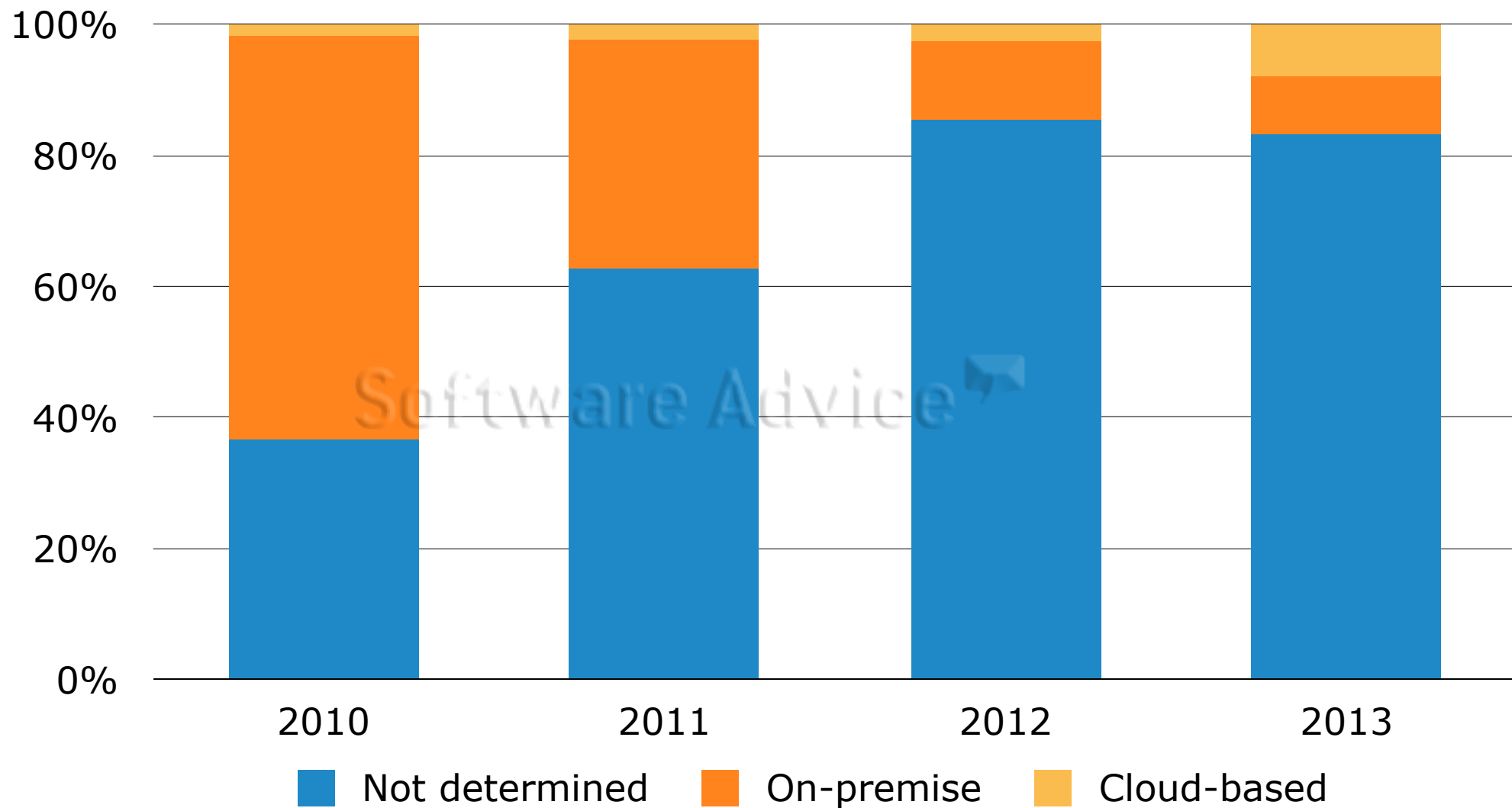
# Applications Required by Software Buyers



Almost all respondents are seeking POS and inventory management capabilities, with almost half seeking customer management, too.

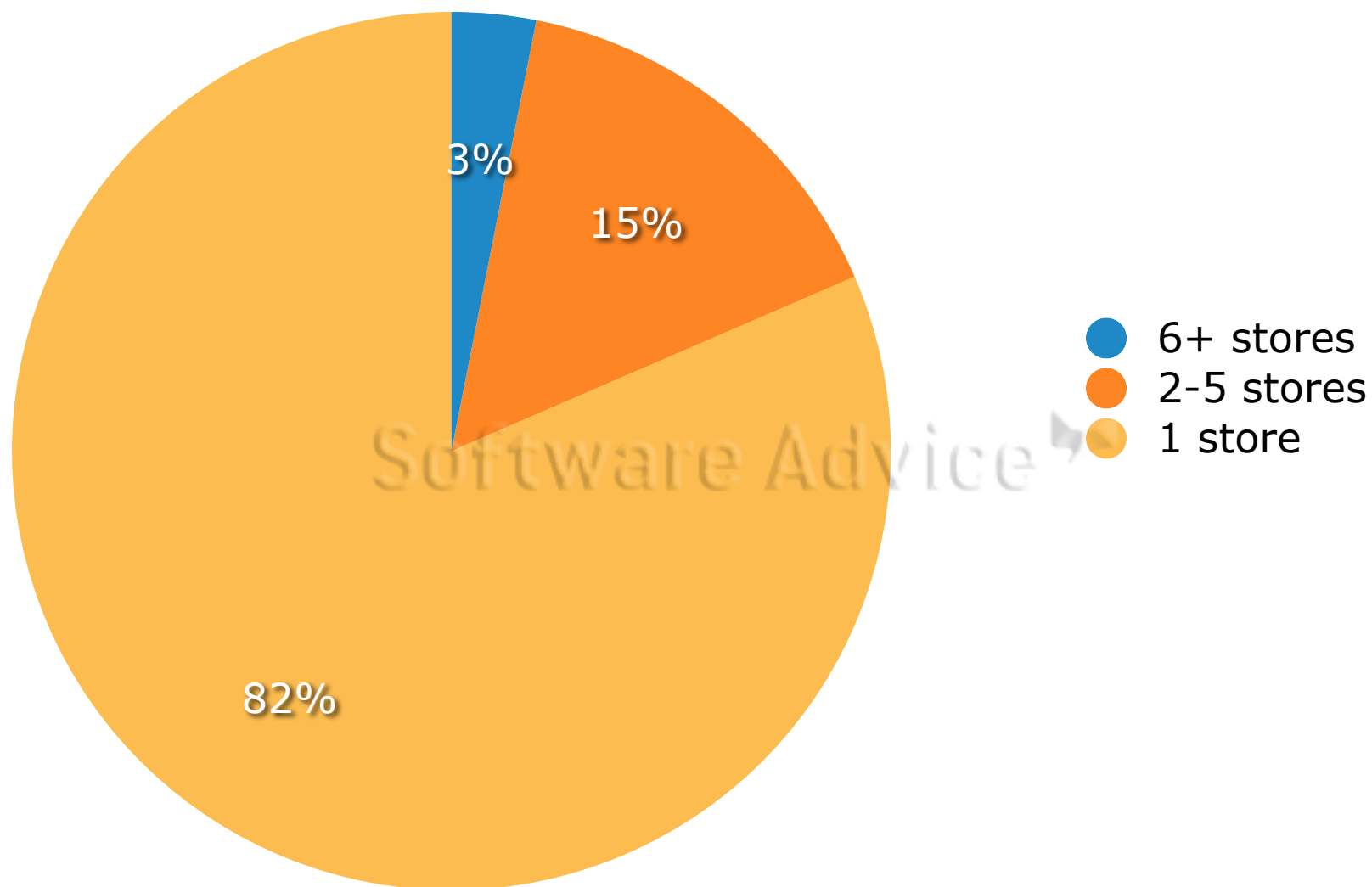


# Deployment Preferences



Most industries have moved toward Cloud-based software, and although there are few Cloud-based POS systems, we have seen a shift in buyer preferences.

## Demographics: Buyer Size



More than four-fifths of buyers in our sample operated just one store, indicating we are clearly serving the smaller end of the market.

# Learn More About Retail Software

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