ADVANTECH
Enabling an Intelligent Planet
The WISE-IoT Magazine

Intelligent Retail

Navigating the New Era of Smart Retail with Revolutionary Technology

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Cold Chain Solut

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High-Penetration/ Data Transmissions

Low Data Loss

Low Maintain Effort & Cost

Long Battery Life

Water and Dust Resistance

LEO-S595
Smart Button

LEO-S595
Magnetic Switch

LEO-S592
7-in-1 AQI Sensor

LEO-S57
Temperature Probe Sensor

LEO-S55
Temperature /Humidity Sensor

USM-S67
Compact Gateway

USM-S67
Flagship Gateway

* Dependent on usage scenario and find details in datasheets

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Smart Retail Reshapes Store Operations and Enhances Customer Engagement

While the retail industry has returned to its normal operations following the disruptions caused by the COVID-19 pandemic, the impact of smart technology on retail stores continues to evolve. In this edition of WISE-IoT Intelligent Retail Magazine, we delve into the ongoing technological advancements in the retail sector. This publication covers important topics such as food safety, store management, and innovative retail technologies, as well as insights from industry experts who provide valuable insights.

In the realm of retail operations, digital technology has permeated every facet, as highlighted in the Advantech View section by Hung-Sheng Su, senior director of Advantech iCity Services (AiCS). The article demonstrates how Advantech is utilizing its substantial resources in software, hardware, and IoT cloud platforms to sustain innovation through intelligent solutions like WISE-iService. This comprehensive solution incorporates smart applications to improve both customer experiences and operational management in diverse retail situations.

In the Power Insight column, Yi-Hao Lee, executive director of the Food Safety Department at Wowprime Corp., shares his experience of how Taiwan's leading chain restaurant brand is adopting an integrated risk assessment and management approach. By leveraging smart technology, they have been able to achieve continuous monitoring and fast response times to unusual situations in real time, thus ensuring uncompromising food safety.

This issue also presents five case studies exemplifying Advantech's efforts to drive intelligent solutions with global partners and customers. Notable companies like Truedan, Subway, Taco Bell, NOKE, and a petroleum station brand in Thailand, have joined forces with Advantech. Truedan, a renowned Taiwanese beverage brand, stands out for its implementation of Advantech's intelligent store solution, iService/Inspection. Through this innovative solution, they have boosted their service quality, beverage safety, and operational efficiency while minimizing labor costs, promoting environmental sustainability, and enhancing the brand's image. NOKE, a new landmark shopping mall, relies on Advantech's iService/SignageCMS and UCAM-130 for data-driven business analysis, security management, and occupancy management.

As a leader in delivering comprehensive intelligent retail solutions, Advantech continues to promote collaborative co-creation with worldwide partners. The objective is to pioneer diverse smart applications and offer customized solutions that elevate customer experiences and operational management within retail settings. Collectively, our aim is to facilitate retailers in their shift towards a new retail era, seamlessly incorporating smart technologies into every facet of the shopping experience. ■

Intelligent City Service

Harnessing AIoT to Streamline Operation

Focus Domains

Retail & Hospitality

Solution Apps

SignageCMS

- Interactive Content Design
- Dispatch Scheduling
- IoT Data Integration

iService

SignageBI

- Content Display Analysis
- Audience Statistics
- Data Visualization

iService

Interactive Digital Signage

SaaS Subscription

ADVANTECH WISE-Marketplace

Public Cloud

Edge Devices

Digital Signage

Self-Service KIOSK

POS Systems

Interactive Signage

es and Retail Solutions

ns and Maximize Customer Engagement

Food & Beverage

Public Spaces

PeopleCount

- People Counting Analysis
- Occupancy Detection
- POS Data Integration

iService

FaceMatch

- FR Device Management
- Attendance Taking
- Access Control

iService

Inspection

- Digital Forms & Checklists
- Event Record & Tracking
- Quality Reports & Analysis

iService

ColdChain

- Refrigerator Monitoring
- Exception Alarm & Action
- AI Defrost Detection

iService

Intelligent Video Analysis

Intelligent Quality Management

Cloud Platform
WISE-iService

Private Cloud

WISE-IoTSuite

Camera

iVA Edge

FR Smart Tablet

Tablet

Surveillance

IoT Sensors

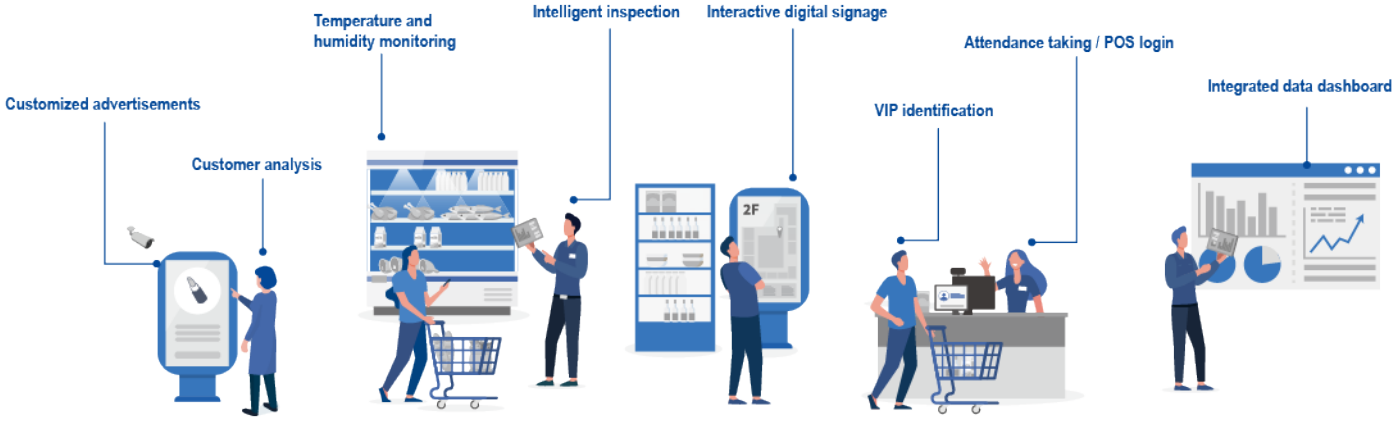
Advantech's Innovative Solutions Usher in a New Era of Smart Retail

Photos provided by Advantech
Interview with Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS)

The three-year COVID-19 pandemic has accelerated digitalization in the retail sector. The question is no longer if a company should undergo digital transformation, but who can achieve it faster? Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS), asserts that digital technology has permeated every aspect of retail operations. Leveraging its extensive resources in software, hardware, and IoT cloud platforms, Advantech continues to innovate smart solutions—known as WISE-iServices. These multifaceted solutions integrate various intelligent applications, providing suitable solutions that improve both the customer experience and operational management in diverse retail scenarios. WISE-iServices is helping retailers transition to a new retail era where smart technologies are ubiquitous.

Enhancing the customer experience in retail with intelligent OMO solutions

"Optimizing the customer experience and purchasing process is undeniably crucial to building brand value and gaining customer trust in retail, and online-merge-offline, or OMO, which is the optimal strategy for enhancing the customer experience in today's retail industry," noted Mr. Su. He pointed out that to assist retailers in enhancing their service provision, WISE-iService I.Apps such as SignageCMS, PeopleCount, and FaceMatch can be integrated and utilized according to actual needs in the



field and smart applications can be implemented faster and more efficiently in stores.

As an example, Advantech constructed a dedicated cloud management platform and deployed the PeopleCount I.App and FaceMatch I.App for Liang Shing EcLife Corp. These applications deliver real-time analysis of customer flow, conversion rates, and repeat customer metrics, all of which are aimed at optimizing the customer experience. Presently, Advantech continues to utilize facial recognition technology to develop more interactive kiosks for Liang Shing EcLife Corp.

Mr. Su explained that this intelligent application of facial recognition technology identifies customers as they visit a store or pass a kiosk, triggering the display of personalized promotions informed by the customer's past shopping behavior and current reward points. This precision marketing approach aligns with customers' preferences and purchasing power. Additionally, Advantech is now integrating generative AI technology into the kiosks to introduce more smart features. For instance, future clothing store kiosks could replace human retail staff, enabling customers to interact directly with an AI-powered screen to find suitable outfits and decide on purchases.

Transforming retail management for operational efficiency and cost reduction

Merely enhancing business performance through superior customer experiences is insufficient. In light of labor shortage and rising labor costs, the retail sector is in dire need of intelligent management solutions to boost operational efficiency and decrease dependence on human resources.

"Advantech WISE-iServices integrates various intelligent applications, providing suitable solutions that improve both the customer experience and operational management in diverse retail scenarios. This helps retailers transition to a new retail era where smart technologies are ubiquitous."

- Hung-Sheng Su, Senior Director of Advantech iCity Services (AiCS)

On the management front, Mr. Su revealed that Advantech has introduced SignageCMS I.App, a solution that centrally manages digital signage across stores, transforming it into a universal marketing tool and robust communication platform. They also launched Inspection I.App, empowering supervisors to remotely oversee a store's status with ease.

This year, Advantech released ColdChain I.App, which employs smart features like refrigerator monitoring, exception alarms and actions, and AI defrost detection to replace manual labor and monitor the temperature of refrigerators and other equipment in real time. Mr. Su detailed that many food and beverage businesses require cost-effective solutions to enhance food safety

and reduce operational expenses. Advantech's comprehensive cold chain management solutions, encompassing hardware, web-based software, and mobile apps, effectively meet these needs and have been widely adopted across the food and beverage industry.

Towards a smarter retail era with subscription business models

In terms of marketing, Advantech's WISE-iServices are globally promoted through collaboration with system integration partners who customize Advantech's software and hardware solutions to meet sector-specific needs. Conversely, since not all retailers are large in scale, their budgets for digital transformation are often limited. By offering WISE-iServices as a monthly subscription for software solutions, Advantech is helping ease the financial burden of retailers during their transformation process.

In conclusion, Mr. Su emphasized that Advantech has been developing solutions through software and hardware integration. Now having adopted a software subscription service model, Advantech's professional team or SI partners can provide software updates in real time. This reduces the cost of system implementation, helps more retailers overcome budget constraints when adopting smart applications, and accelerates the deployment of systems in retail stores. Consequently, the swift deployment of these systems in retail stores paves the way for customers to experience a transformative era of smart retail services.■

USC-300 Series

Elevate Your Business Beyond the Aesthetics

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Advantech Ultra-Thin and Sleekly-Designed POS Systems: The USC-300 Series

Separable Second Display

The second display can be connected through the 3-in-1 extension cable.

Extendable with a Hub

The hub can be used separately from the stand with advanced cable management.

Flexible Installation and Variable Mount Options

The USC-300 series can be installed with various mounts, such as the VESA Mount, Dual Hinge, Pole Mount, and Avalo Stand.

Product Video

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Harnessing Smart Technology to Elevate Food Safety Standards

Photos provided by Wowprime Corp.
Interview with Yi-Hao Lee, Executive Director of Food Safety Division, Wowprime Corp.

The food and beverage market in Taiwan is highly competitive, with consumer demands varying widely. To capture and maintain the attention of customers, delivering high-quality food that is safe and hygienic is imperative. To achieve this goal, Wowprime Corp. adopts an integrated risk assessment and management approach, monitoring food from source to table. Leveraging smart technology and inspection solution, the company is able to continuously check and promptly tackle any unusual situations in real time, thus upholding food safety standards without compromise.

Deploying technology to advance food safety

"Food safety is the foundation of consumer trust in the food and beverage industry and it also serves a barometer of social responsibility within the sector," stated Yi-Hao Lee, Executive Director of Food Safety Division, Wowprime Corp. As a leading chain restaurant brand in Taiwan, Wowprime Corp. deeply recognizes the importance of food safety, having established a strategic blueprint that is scientific, collaborative, simplified, and rooted in ensuring control over all key aspects such as sourcing, storage, distribution, meal preparation, and service—thus fostering a safer dining environment.

However, Wowprime Corp. has encountered various challenges along the way in advancing food safety. On one hand, changes in the environment have brought unexpected risks such as extreme weather conditions, while pesticides use in agriculture and livestock farming, seafood viruses, and other vector-borne diseases, have all potentially impacted food quality and safety. Conversely, trends in population and workforce practices have led to a shortage of human resources, making food safety management more difficult. To tackle these issues, Wowprime Corp. has deployed smart solutions, including source-level collaboration to enhance food safety protection and resilience, whilst leveraging inspection technology and smart devices to reduce labor complexity and improving reliability. These smart solutions empower the company to effectively respond to food safety challenges while delivering high-quality services to customers.

Harnessing information technology for superior food safety and quality management

"Information technology plays a pivotal role in designing food safety protocols," stated Mr. Lee. He pointed out that Wowprime Corp. follows the PDCA cycle for strategic food safety

planning and management. To better manage their dynamic and highly complex operations, the company employs various information technologies to integrate internal and external data sources to provide real-time visibility of critical inspection items in order to achieve overall effective risk control.

In recent years, the company has primarily focused on two key information technologies, AI and IoT, which assist in enhancing food quality and safety management standards. For example, with their temperature-controlled storage equipment, IoT applications enable adequate temperature levels in storage devices and heating equipment to meet standards for inhibiting microbial growth. Consequently, the administrative burden of employees recording refrigerator temperatures is lessened, ensuring safe food preparation. Additionally, the IoT system promptly detects and reports equipment malfunctions, allowing immediate corrective actions by relevant personnel.

Currently, Wowprime Corp. continues to pay close attention to the latest technology applications and has noticed Advantech's smart solutions. Mr. Lee highlighted that Advantech has not only supplied high-quality IoT software and hardware solutions but has also thoroughly investigated the food and beverage industry's specific needs. Through incremental testing and continuous re-evaluations, Advantech and the food and beverage industry have established a trust-based cooperative model. Wowprime Corp. foresees collaboration with Advantech in areas such as AI and image recognition, aiming to mitigate uncertainties in the food and beverage industry, whilst boosting production efficiency and addressing issues such as labor shortages. Going forward, the two companies aspire to create exceptional advantages and value for Taiwan's food and beverage industry. ■

"Advantech has not only supplied high-quality IoT software and hardware solutions but has also thoroughly investigated the food and beverage industry's specific needs. Through incremental testing, Advantech and the food and beverage industry have established a trust-based cooperative model."

- Yi-Hao Lee, Executive Director of Food Safety Division, Wowprime Corp.

Truedan Enhances Store Management Efficiency and Service Quality with Advantech's Inspection Solution

Photos provided by Truedan
Interview with Ting Chiu, Assistant Manager of Operation of Truedan

To gain an edge in Taiwan's highly competitive beverage market, a focus on superior service is indispensable. To that end, the renowned Taiwanese beverage brand, Truedan, has implemented Advantech's intelligent store inspection solution. This solution is helping Truedan boost service quality, ensure beverage safety, minimize labor costs, promote environmental sustainability, increase operational efficiency, and enhance the brand's image.

Rising managerial challenges from the brand's rapid expansion

Truedan, which began in Taipei's Shilin District as a chain of handcrafted beverage stores in 2010, has gained considerable popularity following its expansion throughout Taiwan. As indicated by Ting Chiu, Assistant Manager of Operations at Truedan, the number

While we actively promoted the digital transformation and explored solutions, we found that Advantech's inspection solution will enhance store management and supervision at the headquarters. Therefore, we decided to implement the inspection solution across all 79 stores in Taiwan.

- Ting Chiu, Assistant Manager of Operations at Truedan

of Truedan stores in Taiwan has grown from just a few locations to a total of 79 active stores. The rise in the number of outlets has also increased the management complexity at their headquarters. Thus, in recent years, Truedan has been actively pursuing digital transformation to leverage smart technology to optimize store management and efficiency.

"Truedan is committed to delivering an exceptional customer experience and providing a warm and welcoming atmosphere for store visitors. That's why customer service and satisfaction have always been our primary focus and continuously sought after," Ms. Chiu explained. The stores serve as the interaction point with consumers, making it essential for staff to deliver excellent service quality to leave a lasting positive impression and drive repeat purchases. To optimize their services, Truedan established a 6-step service SOP and they are constantly devising new guidelines based on market needs along with vigilant store supervision to ensure staff adhere to company policies.

However, as they grew, conventional paper-based recordkeeping of store supervision and audits created several unexpected challenges. First, manual documentation consumed substantial time and human resources while also increasing the risk of human error. Second, it proved difficult to receive prompt feedback and documentation from stores, leading to delays in enacting necessary improvements. Lastly, sorting through paper documents for verification proved cumbersome.

To address these issues, Truedan actively pursued a digital transformation. Ms. Chiu recalled that while exploring solutions, they found that Advantech's inspection software could enhance store management and supervision at the headquarters. After learning of the benefits, they decided to implement the inspection solution across all 79 stores in Taiwan.

Case Study Benefits

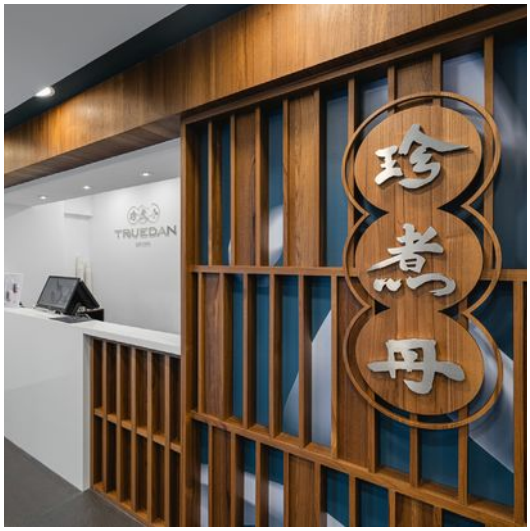
1. Improved service quality
2. Ensured beverage safety
3. Reduced labor costs
4. Promotion of environmental sustainability

Inspection solution offers four major benefits that enhance management efficiency

After implementing the inspection solution, Truedan experienced notable improvements in management, generating four key benefits. First, the paperless operation is environmentally friendly, with the inspection system alone saving 3000 sheets of paper annually. The future transition to paperless operations in training audits and brand audits will also further the company's environmental sustainability goals. Second, labor costs have been significantly reduced, resulting in fewer human errors, improved accuracy and reliability, and automatic analytics of inspection data. Third, store inspection efficiency has improved by 50–100%. Finally, real-time feedback and problem-solving have immensely improved customer satisfaction levels.

Ms. Chiu elaborated that Advantech's inspection solution is a SaaS platform that enables users to connect in real time through online devices such as smartphones or computers, streamlining the communication of headquarters inspectors and store managers. Moreover, Truedan did not need to purchase additional hardware or worry about preparing a physical space for installation and setup, thus avoiding the need to hire additional IT staff or establish a dedicated maintenance department. Importantly, during implementation, any new requirements or expansion needs could be discussed with the solution provider.

After deriving significant benefits from the implementation of Advantech's inspection solution, Truedan continues to accelerate the pace of its digital transformation. Besides using the inspection solution to administer training and brand audits, the company is actively exploring more solutions and developing a more extensive intelligent management system to continuously improve their service quality and operational performance. ■



Mobile POS & Ticketing

Mobile Service for Retail & Hospitality

Tableside & Self Ordering

Inventory Checking

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Advantech Mobile Technology Shapes the Future of Business

- Barcode Scanner
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- NFC Reader
- Customization Flexibility
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- Dust Proof

10” with Android

* To be launched

android enterprise recommended

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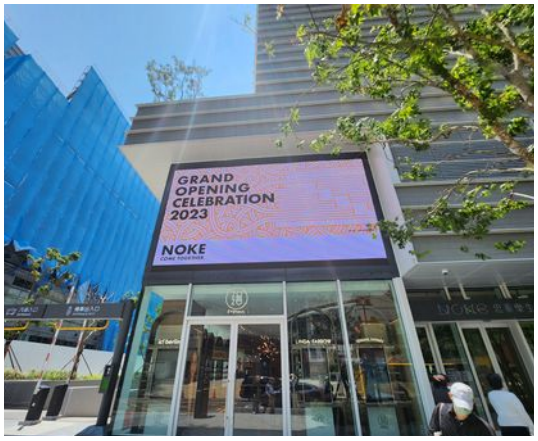
NOKE Enhances Mall Management with Smart Retail Solutions

Photos provided by MEGA Intelligence

NOKE is an exciting new shopping mall in Taipei's Dazhi area that opened its doors to the public in 2023. The mall's unique offerings include curated products, diverse dining options, and even winter sports facilities, presenting a fresh and contemporary urban lifestyle experience.

The renowned German-based architect Michael Lin envisioned NOKE's architectural design, drawing inspiration from the bustling trade ships that once sailed along the Keelung River. Departing from traditional box-shaped mall structures, the building features facades with continuous ladder-shaped openings, inviting greenery to flourish on every floor.

Given its unconventional approach, the NOKE mall recognizes the significance of leveraging digital technology to enhance operations and management during its planning phase. With seven floors above ground and three basement levels, encompassing approximately 21,490 square meters of commercial floor space and housing nearly one hundred brands, NOKE aims to transcend traditional tenant compositions. The mall embraces the concept of a large-scale product selection store with brands that possess flexible thinking and integration capabilities. This approach breaks the boundaries of traditional retail spaces, creating a rich and layered shopping experience. JUT Group's expertise in art and cultural curation further enriches the mall's ambience through collaborative initiatives, creating lifestyle-centric spaces that connect with consumers throughout the year.



Case Study Benefits

1. Immersive shopping atmosphere through diverse digital signage
2. Data-driven business analysis and security management
3. Comprehensive people counting and occupancy management

Solution and Benefits

iService/SignageCMS offers a versatile solution for designing and managing integrated information content, allowing users to remotely schedule content from any location so content can be distributed to multiple client devices simultaneously.

Creating an immersive shopping atmosphere with digital signage management

NOKE partnered with Harvatek to incorporate the latest LED displays, including outdoor waterproof displays and indoor small-pitch displays, as well as approximately 50 multimedia displays within the mall. In collaboration with MEGA Intelligence, Advantech's digital signage software was seamlessly integrated with the NOKE complex, establishing a completely digital mall signage system. The system allows the mall to easily manage vertical or horizontal displays of varying sizes and resolutions on a unified platform. With a digital signage management platform in place, NOKE mall can efficiently distribute and deploy fresh content across multiple displays, ensuring quick updates to meet marketing and advertising requirements. The outcome is an intensified connection and improved communication between the mall and its customers, resulting in a more engaging and immersive shopping experience.

Throughout the mall, flexible and strategically-placed digital signage captivates consumers, vividly presenting the mall's ideas and content.

People counting statistics—key business analysis indicators

Recognizing the crucial role of people counting statistics in business analytics and backend security management, NOKE integrated these functions into its initial planning phase. With the implementation of Advantech's WISE-iService smart retail solution, the mall was able to proficiently monitor customer flow and occupancy information.

For people counting statistics, Advantech provided a seamlessly integrated software and hardware solution. Cameras stationed at various entrances and exits calculate the number of people entering and exiting the mall, sending this data back to the mall's private cloud

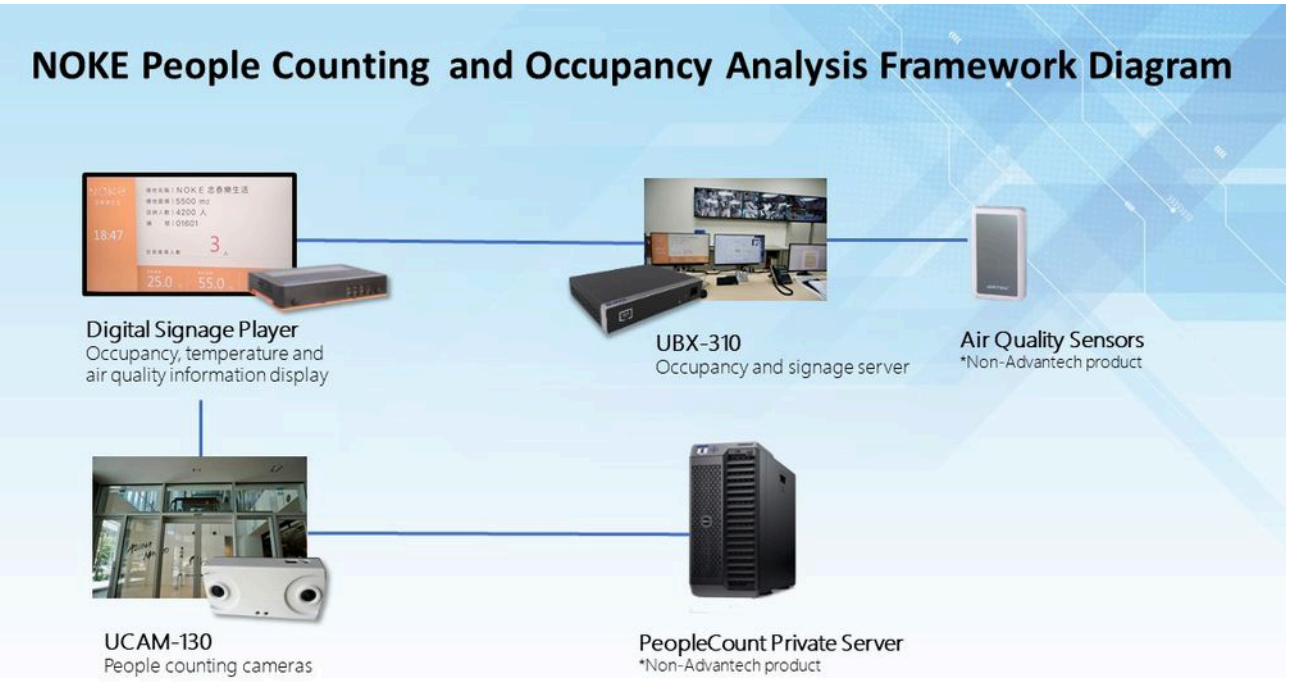
server. This process effectively records daily foot traffic through different access points, providing critical business analysis indicators.

To comprehensively understand customer flow, NOKE implemented UCAM-130 people counting cameras at 12 access points, including main entrances, side doors, parking lots, and even the pedestrian bridge connecting to nearby malls. These advanced cameras accurately capture human images while filtering out carts or other objects, enabling accurate daily customer flow calculations.

Enhancing customer comfort through comprehensive occupancy analysis

In addition to people counting statistics, Advantech's solution also provides occupancy analysis services. The number of people inside the mall is continuously monitored, and data is integrated with other IoT sensor data, including temperature, humidity, and carbon dioxide concentrations. The combined data is displayed on digital signage at the first-floor entrance, serving as a reference for overall environmental safety monitoring.

In the changing landscape of retail and service industries, customer-centric and forward-thinking retail environments like NOKE mall are gaining prominence. Highlighting the importance of technology-enabled shopping experiences, Advantech's intelligent solutions provide strong support, enabling retail managers to employ inventive applications that enhance customer interactions and boost operational efficiency through comprehensive management platforms. ■



Empower Your Retail Business with Facial Recognition

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FaceMatch: Accurate Facial Detection and Recognition Platform

- **Accurate facial recognition**
  Facial recognition with 99.8% accuracy Taiwan AI engine.
- **Gender, age and emotion detection**
  Supports facial analysis including gender, age and emotion.
- **Device action control**
  It can be integrated with major devices for action control.
- **Face ID search and match**
  Search and match facial recognition results in the database.
- **Events notification**
  Supports Email and IM App to notify specific events.
- **Comprehensive reports**
  Users can use different search filters to export the reports.

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Advantech Raiser Redefines Convenience, Hygiene, and Affordability for QSRs

Photos provided by Advantech Raiser India
Interview with Tej Singh Rathore, Channel Sales Head of Advantech Raiser India

During the second and third waves of the COVID-19 pandemic, India's restaurant sector faced significant challenges. According to ResearchAndMarkets.com, metropolitan areas and tier 1 cities in India witnessed a staggering closure rate of approximately 30-40% among foodservice businesses.

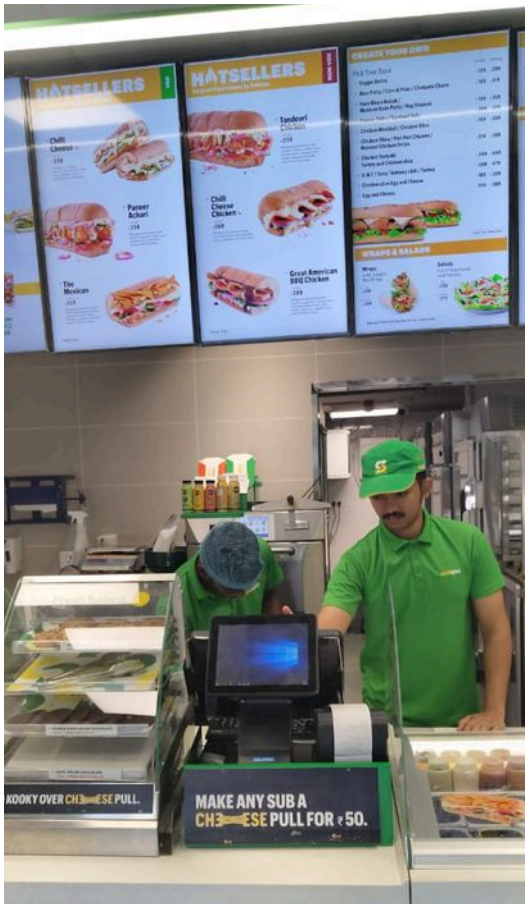
This reduction in supply caused consumers to redirect their demand toward quick-service restaurants (QSRs). Additionally, heightened concerns over health and hygiene boosted the QSR industry, exceeding the demand for unorganized and standalone food services.

Industrial-grade solutions and a widespread service network satisfy QSR franchises

Acknowledging the evolving market dynamics and increased demand, a US-based multinational QSR brand, Subway, sought to rapidly expand its global presence. In 2021, the company unveiled ambitious plans to expand widely in the South Asia region. In this endeavor, Subway announced a deal with Everstone Group, a private investment firm focused on South Asia, to develop 2,000 locations in India, Sri Lanka, and Bangladesh over the next 10 years.

Since Subway restaurants typically have only one service counter, the solution needed to be durable, reliable, and nearly maintenance-free. There was a demand for a fast and reliable point of sale (POS) solution equipped with a touch screen, thermal printer, cash drawer, magnetic stripe reader, and a second display. Mr. Tej Singh Rathore, Channel Sales Head of Advantech Raiser India pointed out that with expansion plans expected to achieve approximately 750 restaurants across major India cities, that would form part of the major POS transition scheduled to be completed by December 2022, which would involve approximately 600 new sets of POS hardware to fulfil the requirements of sub-franchise and Everstone-owned stores. The supplier's ability to provide nationwide installation and after-sales services was crucial.

After careful consideration, the franchise selected Advantech Raiser as its trusted partner to aid with the expansion. This decision was due to Advantech's



Case Study Benefits

- Sleek and appealing design seamlessly integrates into diverse counter designs
- State-of-the-art POS delivers a nearly maintenance-free experience
- Dedicated 24/7 service center ensures uninterrupted operation

Solutions and Benefits

The UPOS-211 is compact, versatile, and ideal for small spaces. With dual I/O coastlines, the system supports various peripherals and can be customized to support brand promotions.

long-standing reputation of providing superior industrial-grade solutions and their widespread service and deployment network across India.

Diverse counter setup complimented with a reliable and compact solution

Advantech Raiser proposed using the UPOS-211 All-in-One POS System, a highly effective solution designed for seamless integration into any store environment. Featuring a dual hinge stand and compact footprint, the UPOS-211 has a sleek and durable design that complements diverse counter setups.

Powered by the Intel® Core™ i5 processor, the UPOS-211 ensures robust computing capabilities and reliable data processing. It also offers flexible installation options for peripherals such as a second display, thermal printer, cash registration system, or magnetic stripe reader. With the ability to clearly display order details to customers, the UPOS-211 reduces wait times, enhances operational efficiency, and minimizes complex cabling, simplifying installation while helping maintain a tidy counter area. Additionally, the UPOS-211 is equipped with an IP65-rated front panel and a fanless design for protection against water, dust, and external pollutants while ensuring quiet operation and reliability.

Advantech Raiser's dedicated 24/7 service center is able to provide timely technical support. Mr. Rathore commented that no hardware issues have been reported since the implementation of the UPOS-211 POS solution one year ago, underscoring the system's reliable and maintenance-free design.

Looking ahead to 2023, Advantech Raiser and the QSR franchise are planning to implement the POS solution in an additional 150 to 200 restaurants. This strategic expansion aims to streamline operations, elevate the customer experience, and cater to the evolving demands of consumers who seek convenient, hygienic, and affordable dining options. ■

Advantech's Cutting-Edge iRetail Solutions Improve SOPs and Promote Sustainability

Photos provided by Advantech Raiser India
Interview with Tej Singh Rathore, Channel Sales Head of Advantech Raiser India

In 2021, millennial and Gen Z demographics accounted for 52% of India's population, exceeding the global average of 47%. India's quick-service restaurant (QSR) market is renowned for its receptiveness to novel technologies and innovations, driven by the need for efficiency and evolving consumer preferences. As tech-savvy millennials and Gen Z represent a significant segment of India's populace, major QSR players have adopted new technologies to provide enhanced digital and contactless experiences.

A year prior, a leading US-based multinational Mexican fast food chain, known for its innovation and adoption of cutting-edge technologies, unveiled plans to set up approximately 20 new establishments throughout India. Each of these venues would host two counters equipped with a reliable billing solution featuring a touch screen computing platform, thermal printer, cash registration system, and second display. Furthermore, the kitchen in every outlet would accommodate 7–9 units of a Kitchen Display System (KDS), each catering to different product categories. Mr. Tej Singh Rathore, Channel Sales Head at Advantech Raiser India highlighted that these solutions are required to operate for 12–14 hours daily in kitchen environments where conditions involve high temperatures, pollutants, oil, and liquids.

Industrial design guarantees smooth and uninterrupted operation

Advantech Raiser intervened, proposing their UPOS-211 all-in-one point of sale (POS) system, functioning both as the counter billing solution and KDS. With a rotatable dual-hinge stand, the UPOS-211 features a compact and stylish design that supports 90-degree rotation, providing a comfortable viewing angle for users and flexible installation options.

Powered by the Intel® Celeron® J1900/Core™ i processor, this system guarantees high-performance computing and reliable data processing while also providing flexible customization options for billing and KDS applications. Its IP65-rated front panel and fanless

Case Study Benefits

- Seamless customization and efficient operation of applications
- Precise logistics management guarantees punctual deliveries
- Simplifies and expedites interior design for new outlets

Solutions and Benefits

The UPOS-211 features an IP65-rated front panel and fanless design to ensure reliable performance in challenging kitchen environments by protecting against water, dust, oil, and foreign contaminants.

design safeguard it against water, dust, and foreign contaminants while ensuring uninterrupted operation in challenging kitchen environments.

A bundled solution with value-added services simplifies the installation process

Mr. Rathore further explained that the UPOS-211 came bundled with Advantech Raiser's thermal printer, cash registration system, and a second display, all of which significantly reduce the need for complex cabling while simplifying installation, which helps keep counter areas tidy and organized. Moreover, being able to present order details to customers via a second display and dedicating KDS units to specific product lines greatly reduced customer wait times while enhancing operational efficiency.

Advantech Raiser also developed an SOP for UPOS-211 installation. Given that both the counter and kitchen areas utilize this model, this SOP streamlines the interior design process for new outlets. Additionally, Advantech Raiser's meticulous logistics management ensures timely delivery, minimizing the risk of any complications resulting from poorly timed shipments.

Advantech Raiser's pioneering solutions have been instrumental in enabling the multinational QSR chain to successfully enter the Indian market by providing dependable, high-performance technology that caters to the fast-paced demands of the QSR industry. The QSR chain holds a deep appreciation for Advantech Raiser's cutting-edge product offerings and is currently testing Advantech's self-service kiosks and digital signage systems. In the future, the QSR chain aims to enhance its SOPs and promotes sustainability by implementing more of Advantech Raiser's products, ultimately transitioning to paperless operations and fostering increased engagement with the millennial and Gen Z demographics. ■

Advantech Expands its UTC-100 Series Touch Computers with New Feature-Rich Models

Photos provided by Advantech

Advantech is excited to announce the latest additions to its UTC-100 All-in-One (AiO) touch computer series, namely the UTC-115I and UTC-120I models. These new variants feature a 15.6-inch or 21.5-inch touchscreen, offering an intuitive interface that enables employees and customers to streamline business operations and create seamless experiences in various environments with the following key highlights:

1. **Powerful Yet Slim Design:** The UTC-115I and UTC-120I models utilize the Intel® Core™ i5-1145G7E and the Intel® Core™ i3 processors, which provide a wide range of application possibilities for businesses to effectively optimize their operations at a reasonable cost.
2. **Multiple Display Orientations**: The UTC-115I/UTC-120I models come equipped with a VESA mount (100x100), allowing effortless installation on various surfaces such as walls, poles, arms, or stands. Additionally, built-in channels with three cable routing options facilitate convenient wiring and support both portrait and landscape screen orientations.
3. **Easy Expansion and Peripheral Integration**: To enhance system capabilities according to specific usage needs, the UTC-115I and UTC-120I AiO touch computers provide a cost-effective and easily expandable computing solution. This empowers businesses to creatively and efficiently advertise, inform, and serve customers, enabling a more engaging and productive customer experience. To enhance system capabilities to meet specific use cases, the UTC-115I and UTC-120I AiO touch computers provide a range of peripheral modules that are easily attached to the main unit. These modules empower businesses to deliver diverse solutions and adapt to change, enabling a more engaging and productive customer experience.
4. **Remote Device Management:** The UTC-115I and UTC-120I models provide support for the DeviceOn – iService Suite, the remote device management solution that allows IT personnel to efficiently deploy, manage, and update numerous devices from a centralized platform. With DeviceOn – iService Suite, enterprises can streamline their hardware asset management, simplifying the process for system integrators and service providers and enhancing overall service efficiency. ■

Advantech's AIM-75 Tablets Obtain Android Enterprise Recommended Certification for Android 12

Photos provided by Advantech

Advantech is pleased to announce that the company's AIM-75S industrial-grade tablet and AIM-75H medical-grade tablet are the first products in their portfolio to obtain Android Enterprise Recommended (AER) certification for Android 12. As part of the AER program, both devices are empowered with zero-touch enrollment, 90-day security updates, and full EMM support. This assures businesses that they are deploying reliable, secure, and easy-to-manage devices that are designed for enterprise applications.

Android 12 upgrade and AER certification for top-tier security and compatibility

Led by Google, the AER initiative aids businesses in selecting and deploying devices and services that have met Google's rigorous requirements for security, productivity, and flexibility. This certification guarantees devices are secure, reliable, and easy to manage, making it an ideal choice for enterprises where reliability and security are critical.

With Android 12, the AIM-75 has an open API for complete customizability for different applications. It has also passed rigorous testing for the Google Mobile Services (GMS) certification. GMS offers a set of pre-loaded apps and services that boost the productivity of certified devices while ensuring a consistent user experience. A key advantage of the AIM-75 is that users can install task-specific peripherals for flexible application in manufacturing, retail, medicine, in-vehicle systems, and field services.

The AIM-75H is among the few medical-grade tablets to obtain AER certification. With an 8.1-inch medical-grade display, this tablet adheres strictly to EN/IEC/UL 60601-1 guidelines, ensuring the highest degree of electrical and medical safety. ■

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