



Solution Blueprint

PRIZIS
ULV Intel® Celeron® Processor
Intel® 852GM & ICH4 Chipset
Product Development

PRIZIS: Always-Ready POS

Platform with embedded Intel® chipset is Itautec's choice to integrate its newest and most flexible product



Profile

Itautec is one of the largest global technology players with operations in nine countries: Argentina, Brazil, Chile, Ecuador, Spain, United States, Portugal, Mexico and Venezuela. With over 5,000 employees and reaching 2,700 Brazilian cities, the company operates in banking and commercial automation, self-service, and computers – producing complete solutions in hardware (desktop computers, notebooks and servers) and software. The company also offers full process management (outsourcing) – from supplier management through equipment and software license purchase and updating, to physically supplying ATM's. Itautec is one of the only companies in the sector that is able to provide a full outsourcing solution, including design, manufacture, installation, integration, consolidation, management, monitoring, and maintenance – implemented according to the needs of each organization.

Scenario

Imagine the following cases: a department store wants to take advantage of the point of sale to communicate with its customers, announce a new promotion, or a new product.
A drugstore wants to save on the electricity bill by investing the saved amounts in its core business.
A bank manager wants to find an innovative way to relate with the customer who asks for investment suggestions.
From now on, a single product that is flexible, robust and adaptable to the needs of each customer will satisfactorily and flexibly perform all of these tasks: Prizis.
This new commercial automation terminal from Itautec is equipped with an Intel® processor and chipset, and Tecnoworld's embedded mini-ITX standard board. That is Prizis.



Itautec Prizis can assume different configurations and be assembled vertically or horizontally, also allowing the customer to grow from a basic configuration by adding new functionality.



The vertically-mounted CPU allows a better use of space at the point of sale without sacrificing product functionality.

“Prizis combines the robust embedded technology from Intel with a solution from Itautec, which is innovative and extremely flexible to provide service at the point of sales, in Brazil and worldwide”

Carlos Mauricio Guizelli
International Operations Director,
Itautec

Measures of success

- Prizis is Itautec’s most advanced solution for retail terminals.
- Considering all possible variations in terms of components, such as displays, bar-code readers, magnetic cards, smart cards and biometric (fingerprint) readers, in the horizontal and vertical configurations, there are a total of 42 possible options for the equipment.
- Low-consumption conditions are assured.
- Takes advantage of the Intel® platform for embedded systems – the best performing on benchmarking tests.
- Prizis’ design is based on the most advanced ergonomics concepts, providing the smallest footprint, increased operator comfort and a considerable improvement in productivity rates.
- Robust and fully integrated, Prizis offers the availability required by large magazines, drugstores, and large and mid-sized companies.

- Prepared to face the most demanding environmental conditions (for example, in a fast food store), Prizis was designed and developed to increase cashier operator availability.
- Prizis is capable to maintain its operational status even under a wide range of usage conditions, commonly found in the retail environment – with a design that inspires sophistication, modernity, and elegance to the point of sale.
- Because of its reduced footprint, the product frees more space to improve sale product exhibition.

More than fulfilling retailers’ needs, Prizis offers robustness, flexibility, and availability above the current commercial automation solutions

Itautec has identified a niche market for a solution with compact and flexible equipment at the point of sale (POS). Usually, the retailer would install a PC reasonably adapted to his needs, but the market standard was falling behind. “To fill this gap, we looked into partnerships that would fulfill our prerequisites, and the Intel® chipset stood out in our benchmarking tests, which included other five



competitors,” states José Fernando dos Santos, Automation Product Manager, Itautec.

The product was announced in Hannover, Germany, and even before its release in Brazil, it caught the attention of potential buyers such as bookshops and large magazines – who placed orders and will soon be receiving the first machines.

“The concept of the equipment took customer feedback into account, and is the only one in the local market that provides a full sales solution,” notes Santos. “We arrived at a flexible product, which reaches various niche markets – or ‘flavors’ – as we call it.”

Another highlight in Prizis is the *touchscreen* technology, where Itautec is a pioneer and therefore masters this resource which has commercial and banking applications. Prizis is equipped with a touchscreen – made with the use of a tough technology – that replaces the keyboard.

Prizis offers the possibility of having a customer-side screen configuration. In this case, Prizis can be equipped with a 20-column, 2-line alphanumeric display, or with a 15” color LCD screen that uses the TFT technology, with a touchscreen option.

With the growth of the luxury sector, Prizis was conceived to also cater for the requirements of this demanding segment. Thus, in addition to the sophisticated design, an additional feature is the low noise – to be as unobtrusive as possible even in the most elegant environments.

Financial institutions are also interested in Prizis, since the additional customer-side screen can represent new business opportunities, such as the renewal of an insurance that is overdue, for example. In this case, customer approval may be given in real-time, on-screen. In addition to increased sales, the bank would have a differentiator from the competition by offering a more personal service – a very high value add.

Since it is a compact product, Prizis has also an added advantage of allowing the retailer to explore the possibility of having a larger number of check-out points in its stores. “This was one of the criteria for selecting Intel®’s platform: the possibility of software-based customization,” reveals Santos.

In a time when Green IT is starting to appear on the corporate agenda, Prizis assures its users a configurable energy saving mode – which may make a big difference at the company’s bottom line.

Lastly, sustainability issues were also taken into account in this innovative design. “Prizis uses only environmentally approved components, such as eco-friendly plastics,” assures the Itautec manager. This is a requirement in the worldwide market, which Itautec is ready to fulfill.

Benefits

- In addition to the numerous possibilities for different modes of assembly, Prizis can also be mounted to a wall, with its 15-inch screen offering excellent visibility.
- Based on open-architecture, the product is fully compatible with international standards and can be connected to a large variety of peripherals available in the market.
- Its internal structure grants easy access to all devices – reducing maintenance times and improving service life.
- Additionally to its characteristics of robustness and sophistication, Prizis offers excellent marketing tools through the customer screen, which can provide advertisements for special offers, promotions, new product releases, loyalty campaigns, in addition to options for payment ways, or even the sale of advertising space.

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The vertical assembly with two touchscreens (one for the operator and another for the customer) provides a robust product, with a complete set of functions and sophisticated design.

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