LAVA Computer MFG and Samsung help boost in-store sales and improve retail customer experience

Samsung KNOX Customization supports rollout of mini-kiosks for major North American retailer

Business Issue

Many specialty retailers want to offer a modern digital experience that delivers up-to-date marketing messages and comprehensive product listings. Such was the case with a large North American automotive parts retail chain that decided to replace its old in-aisle price checkers and paper catalog system with a new tablet-based kiosk system. The new system would help customers find the right products and prices and create new options for in-store marketing. LAVA Computer MFG was tasked with providing both a cost-effective and customer-oriented solution.

Solution

LAVA Computer MFG provides USB, Ethernet, and Power over Ethernet (PoE) hubs and adapters that can be integrated into retail POS systems. By using the KNOX Customization Software Development Kit (SDK) with Samsung GALAXY Tab 4 10.1 devices, LAVA was able to deliver a cost-effective tablet-based kiosk system that seamlessly connected to a barcode scanner. The kiosks were just as compact as the traditional price checkers, but were equipped with more extensive capabilities for retail use.

Results

KNOX Customization enabled LAVA to create a tailored solution that could improve the customer experience and increase sales, while requiring minimal on-site support. Hardware and support costs were significantly reduced, which meant the retailer could fund the entire project with the cost savings from eliminating paper catalog production. Customers now use the kiosks to find answers on their own, freeing up staff to spend more time on other sales tasks.

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With KNOX Customization, there is no need for an onsite IT department to manage the LAVA kiosk solution, since it is completely self-contained.

Solution

LAVA's mini-kiosk solution incorporates Samsung GALAXY Tab 4 tablets and a high-quality 2D barcode scanner. LAVA's innovative electronics make each kiosk fully adaptable with a single POE connection cable that provides both data access and electrical power to the tablet. Such integration enables the kiosks to be always-on for customer engagement and simplifies deployment of new content.

LAVA used the Samsung KNOX Customization SDK to gain root-like access to the Samsung device capabilities, while remaining within security, technology, and warranty constraints. KNOX Customization also allowed LAVA to easily integrate scanner technology and plan for future USB connections.

Samsung KNOX Customization

KNOX Customization offers powerful configuration options for retail POS and kiosk solution providers to help meet the specific needs of individual businesses. This is invaluable for retail companies that want to provide unique experiences for customers—while also maintaining security and management capabilities.

Kiosk mode configuration allows you to extend device behavior controls to a wider range of functionality. With system-level configuration, you can create devices that fulfill specific tasks, restricting or removing features that prove distracting. This ensures that retail customers use the kiosks only for their intended purpose, limiting security risks.

Connectivity configuration lets you access enhanced connectivity modes for Bluetooth, Wi-Fi, and USB. Retail kiosk solution providers can integrate scanner, camera, printers, and other devices easily into their POS and in-store solutions.
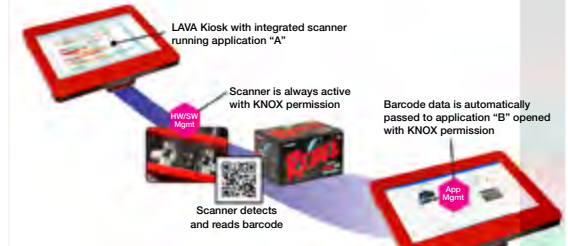
Samsung GALAXY Tab 4 10.1

The Samsung GALAXY Tab 4 is a great fit for retail environments. The display quality and its streamlined form factor make it an ideal solution for engaging customers one-on-one.

1280 x 800 display provides a beautiful screen, giving customers a highly realistic view of product photos and videos.

Lightweight body—17.28 oz. and .31-in. thick—is slim without compromising performance, making it possible to fit easily in aisle or countertop configurations.

Multi Window enables you to open separate pages simultaneously—instead of switching between functions. This gives customers the flexibility to access the store's website while still viewing in-store applications.

TYPICAL APPLICATION: CUSTOMER PRODUCT LOOKUP IN RETAIL STORE

LAVA Kiosk with integrated scanner running application "A"

Scanner is always active with KNOX permission

Barcode data is automatically passed to application "B" opened with KNOX permission

Scanner detects and reads barcode

Customer Challenge

In-aisle price checkers are essential selling tools for large retailers. By replacing the traditional systems with tablet-based solutions, retailers can create a transformative digital experience for customers. These tablet-based solutions require:

- Cost-effective deployment, as hundreds of devices may be needed to cover each retail outlet.

- Low costs to maintain devices, because retail locations are unlikely to have in-house IT support.

- Effective ways to increase sales through digital signage capabilities and an online catalog.

"The Samsung KNOX Customization SDK was an essential tool for us to rapidly integrate the power of the Tab 4 with LAVA's USB, Ethernet, PoE electronics, and a 2D barcode scanner."

— Roman Wynnyckyj,
President, LAVA Computer MFG

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Retail kiosks combining Samsung devices with KNOX Customization can be a powerful in-store selling tool.

Benefits

Retail kiosks using Samsung devices with KNOX Customization give vendors a powerful in-store selling tool. Providing customers with easy access to in-aisle mini-kiosks for self-service creates a better shopping experience and frees store personnel to spend more time on closing sales.

Cost-effective self-service

The GALAXY Tab 4 is a cost-effective tablet platform for LAVA's mini-kiosk solution. LAVA introduced more savings by using the KNOX Customization SDK to integrate and customize the solution. The large North American retail client was able to fund the cost of rolling out the solution to 500 locations in a single year—just by eliminating the printing of paper catalogs.

Easy to maintain

In retail locations, any in-aisle kiosk needs to be easy to maintain and support. With KNOX Customization, there is no need for an onsite IT department to manage the LAVA kiosk solution, since it is completely self-contained.

Retailers can also use KNOX Customization to easily enable or disable the 2D barcode scanner or other USB peripherals for particular device applications. The KNOX security and management platform provides the ability to remotely control the device, which enables central IT organizations to update the kiosks with the latest applications and marketing promotions.

Better customer engagement

In addition to providing digital signage and an easy-to-use scanner for product lookup, the LAVA mini-kiosk gives retailers new ways to engage with customers. Customers now have the ability to interact with the retailer's website, view instructional videos, and supply direct feedback on their shopping experience or individual products. By enabling integration with any hardware or software peripheral, KNOX Customization makes it simple to tailor customer interactions to the exact needs of the business.

About LAVA Computer MFG

LAVA Computer MFG is headquartered in Toronto, Canada. The company designs and manufactures computing interfaces and devices for the Point of Sale, Kiosk, Gaming, Industrial Automation, Security and Access Control industries. With well over a million LAVA products built into workstations, servers, retail POS systems, and industrial computers since 1984, LAVA I/O boards Ethernet device servers, and tablet Ethernet, USB, PoE adapters, hubs and enclosures are trusted by resellers, distributors, OEMs and system builders in over 47 countries worldwide.

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Legal and additional information

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