Digital Industry
Cash Register 4.0

Cash Register 4.0 – The digital hub for smart retailers

Digitalisation represents, for Retail Market, not just an opportunity but a strong need to stay in touch with customer expectations and their needs, and to stay in competition with new competitors.

Merchants want digitalise their shops for a new customer experience and to answer to new needs and behaviors of their customers. Unfortunately most of them have no digital skills to operate for a digital transformation.

Cash Registers 4.0 will help Merchants to digitalise their store starting from a connected digital hub, supporting them in managing different applications and functionalities: Payment, Loyalty, Warehouse, Taxation, Digital Touchpoint etc.

With just one device and a certificated App store, they will be able to control different aspects, ranging from customer relationship, internal processes, communication, social marketing and free time, IoT Shop Solutions.

Competitive Advantages

- Easy to adopt and manage
- Not in every shop there's a PC, but in every shop there's a cash register
- A full solution to manage all shop services (payment, loyalty, warehouse, Shop IoT etc.)

Target Markets

- Micro and Small Merchant
- Medium and Large Merchant
- Small and Medium Retail Chains

Status/ Traction

This project is developed with the know how and support of University of Helsinki and " JOL" TIM

- The U.HELSINKI team lead by professor Sasu Tarkoma will bring into the project their expertise in the domains of IoT architectures and network security by working together with Olivetti to enable using the cash register as a "shop dashboard" and Smart Space / IoT hub in the store. The University of Helsinki team will also be responsible for the organisation of a hackathon in Helsinki in collaboration with Olivetti, to collect new app ideas from international developers/students/start-ups
- TIM is a leading telecommunications company in Italy. The JOL team involved in this activity has a strong expertise in digital retail domain developed in 5+ years of projects dedicated to the design and development of services for Smart Retail. TIM has also a strong experience in development of mobile services (i.e. Android apps released on Google Playstore) addressing several market segments. In CashRegister4.0 TIM will be a technological provider, offering contributions in the development of use-cases apps, in the ecosystem validation and in the hackathons organisation and realisation

Road Map

2019
- 1Q launch of the first Android Cash Register (without store)
- 1H launch of the Olivetti APPStore
- 2H launch of entry and mid-level models of Cash Register 4.0
- 3 Hackatons during the year

Connect

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Location

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Cash Register 4.0 is an Innovation Activity proudly supported by EIT Digital

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.

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