



## Epson America

Barry Wise  
Senior Marketing Consultant  
[pos.epson.com](http://pos.epson.com)

When it comes to in store automation in 2011, we predict there will be a significant increase in the amount of replacement printers and POS devices. According to the recent *RIS News* "Evolution of the POS Platform," three in four retailers have various levels of pain to cope with until they can upgrade their POS. As more retailers suffer through the pain points of outdated systems and limited functionality, they are looking for technologies to support a growing amount of features and functionalities for upgrades into the future.

We anticipate that some retailers will have an increased interest in thermal printers for their speed, efficiency and cost. More retailers are also looking for energy efficient POS printers. Energy efficiency is not only being factored into purchasing decisions, it's also being quantified as tangible ROI over the lifetime of the product. According to IHL Group, self-service transactions will likely surpass \$1.6 trillion by 2013.

New and increased forms of self service are blazing a trail through retail, and creating a true paradigm shift in how customers interact with the store and its brand. The most ambitious examples are Tesco Fresh & Easy moving to 100 percent self-checkout lanes.

Moving into 2011, we expect that retailers to mix it up and provide the option of self-checkout, while maintaining staffed lanes for those customers whose comfort level demands it. Another trend we see picking up speed is the use of color to impact the way products are sold and marketed in the store. Retailers and ISVs are looking for unique ways to enhance company logos and messaging on receipts as well as call attention to cost savings, both to enhance customer loyalty and strengthen the overall store's brand.

Last, but not least, is speed. Customers are wired like never before, and fast transaction times can be the difference between a customer waiting in line or walking away frustrated. Having the fastest, most reliable printer will never get old.



## Evolis

Gerardo Talavera  
Managing Director, Americas  
[www.evolis.com](http://www.evolis.com)

Over the last few years, the ID card printing industry has significantly evolved through major technological advances and innovations, but also new needs and expectations from all vertical markets.

Indeed, an ID card can now be used for many purposes. For instance, a single student ID card can serve not only as a visual ID, but also for applications such as meal program cards, access cards for controlled entry areas, library checkouts or student attendance tracking.

More and more businesses are realizing the value of implementing their own identification card printing process to produce high-quality badges and save money at the same time. If the economic downturn of these past few years has made companies more proactive to keep their costs down, it hasn't impacted the need for professional, reliable and high-quality card printing solutions.

For VARs, selling an ID card solution will be more than selling an ID card printer with consumables. More than ever, it will be about providing their customers with enhanced security, higher productivity, better quality, cost-efficient solutions and superior customer service.



## Extreme Networks

Rich Long  
Director of North American Channels  
[www.extremenetworks.com](http://www.extremenetworks.com)

In 2011, networks will be getting smarter. Traditionally, the majority of IT resources have been directed at reacting to network events rather than preventing them. But the growth of roaming users with wireless Ethernet connections and the requirements for pervasive security has become a high priority.

To meet these challenges, network managers require smarter connectivity solutions that result in a more flexible and aware network spanning both wired and wireless. The concept of network automation, where the switch infrastructure responds instantly to events, such as users connecting and authenticating or policy-based security to assign permission, are two of the trends VARs should focus on.

To deal with the growing use of services and applications and increasing need for mobile connectivity, the network must proactively self-manage, shift away from a static infrastructure, and move towards a more collaborative wired and wireless environment.

VARs in 2011 can add value to their integration projects by becoming experts on crucial features, such as network-wide identity management, role-based networking and provisioning. Getting the right network for the customer includes edge switches that smartly enforce and apply policies consistently across the network, based on the identity of the user or type of device. Lastly, self-healing of the network with flexible switch stacking promotes business continuity and seamless availability.

All of this translates into smarter networks with a better user experience in 2011.