Eggplant for Point of Sale – Elevator Pitch.

Target Audience: Retail & In-Store Technology owners   Test teams   Senior Management

Quick Pitch
Release more often and reduce testing cost by automating the whole cross-platform PoS ecosystem, from tablet front end to scan guns and card readers.

Customer Benefits

- **An interconnected system** Automate test journeys across multiple operating systems using a single model

- **Automating physical actions** Incorporate robotics to automate physical actions like credit card payments

- **Peripheral devices** Along with tablet and till interfaces, automate scan guns and card readers

Reference Customers
Walmart
Pizza Hut
Staples
Albertsons
DUNKIN' DONUTS

Why eggplant

- One platform to fulfill both testing and robotic process automation requirements
- Recognized leaders in test automation by both Gartner and Forrester
- Robotics from our partner IntelliQA provides a complete software & hardware solution
- Complete Cloud vision – allow people to work on crucial systems with no disruption due to bad software
- Realize business value faster and improve ROI
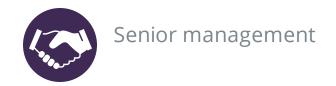- Customer success to simplify and smooth implementation

eggplant

Eggplant for Point of Sale – Elevator Pitch.

Target Audience: 👥 Retail & In-Store Technology owners   ⚙️ Test teams   🤝 Senior management

PAIN POINTS

- Can't keep up with updates from the PoS supplier
- Existing testing tools not compatible with each part of the PoS system
- Delayed releases
- Can't keep up with adoption demands from the business
- Not being able to test customizations

CHALLENGER QUESTIONS

Our PoS customer (Walmart/Albertsons/PrettyLittleThing) were facing challenges around....

- Automating testing across so many different interconnected operating systems...
- Being able to test fast enough to keep up with their PoS provider's releases...
- Not being able to test their own customizations....

......Has that been a challenge for you? How have you dealt with that? Have you come across similar problems?

SOLUTION CAPABILITIES

- **Automate Anything**: Eggplant can test any technology on any device, operating system or browser. Automating processes across applications and platforms, from mobile to mainframe, from Citrix to Cloud.
- **DevOps at Scale:** Modernizing your digital offering with a strategy where development and test automation engineers collaborate with the operations team to ensure software delivers and delights users.

Objection handling

Objection	Response
We already have automated testing	It's good to hear you're already on board with automation, most of our clients already had automation scripts covering their happy paths but wanted to massively increase their level of test coverage, does your team have similar aims?
We build it ourselves	It's great that you have the skills in the team to do that, lots of our clients have built their own frameworks; eggplant is able to incorporate open source code into the model to provide a big increase in test coverage.
We don't have budget	That is a very common theme as very few people have budget lying around – the majority of our new customers over the last 12 months worked with us to develop a business case, I'd be happy to talk through some of the ROI data.

eggplant