

Adyen launches mPOS solution to serve small and large businesses' needs

Article

The news: Netherlands-based acquirer and payment gateway **Adyen** introduced a mobile point-of-sale (mPOS) offering in the EU, the UK, and the US, per a press release.

Here's how it works: The “all-in-one” Android device lets merchants accept all major digital payment methods, including mobile wallets and contactless, chip, and magstripe cards (depending on the model). It also has an app management feature that lets merchants upload and access third-party business apps for things like inventory management, loyalty programs, and returns.

Why it's worth watching: mPOS tech offers distinct advantages for both small and large businesses compared with traditional POS terminals.

- **Small merchants get a cost-effective digital payment and business management tool.** Some small businesses don't have the capital to invest in traditional POS hardware and software, which can make it hard for them to meet the [growing demand](#) for digital payments. But mPOS solutions like Adyen's offer a more affordable combined hardware and software solution that meets a variety of business needs. This lets businesses avoid having to purchase multiple unconnected products.
- **Large businesses and enterprises gain a value-added payment offering that can improve operations.** An mPOS solution is more likely to complement existing POS technology for large businesses. In stores that get a lot of foot traffic, mPOS solutions like Adyen's can be a good way to reduce the time customers spend in checkout lines. Store employees can also use Adyen's product for customer service activities like checking current inventories or handling returns—helping streamline operations and improving the customer experience.

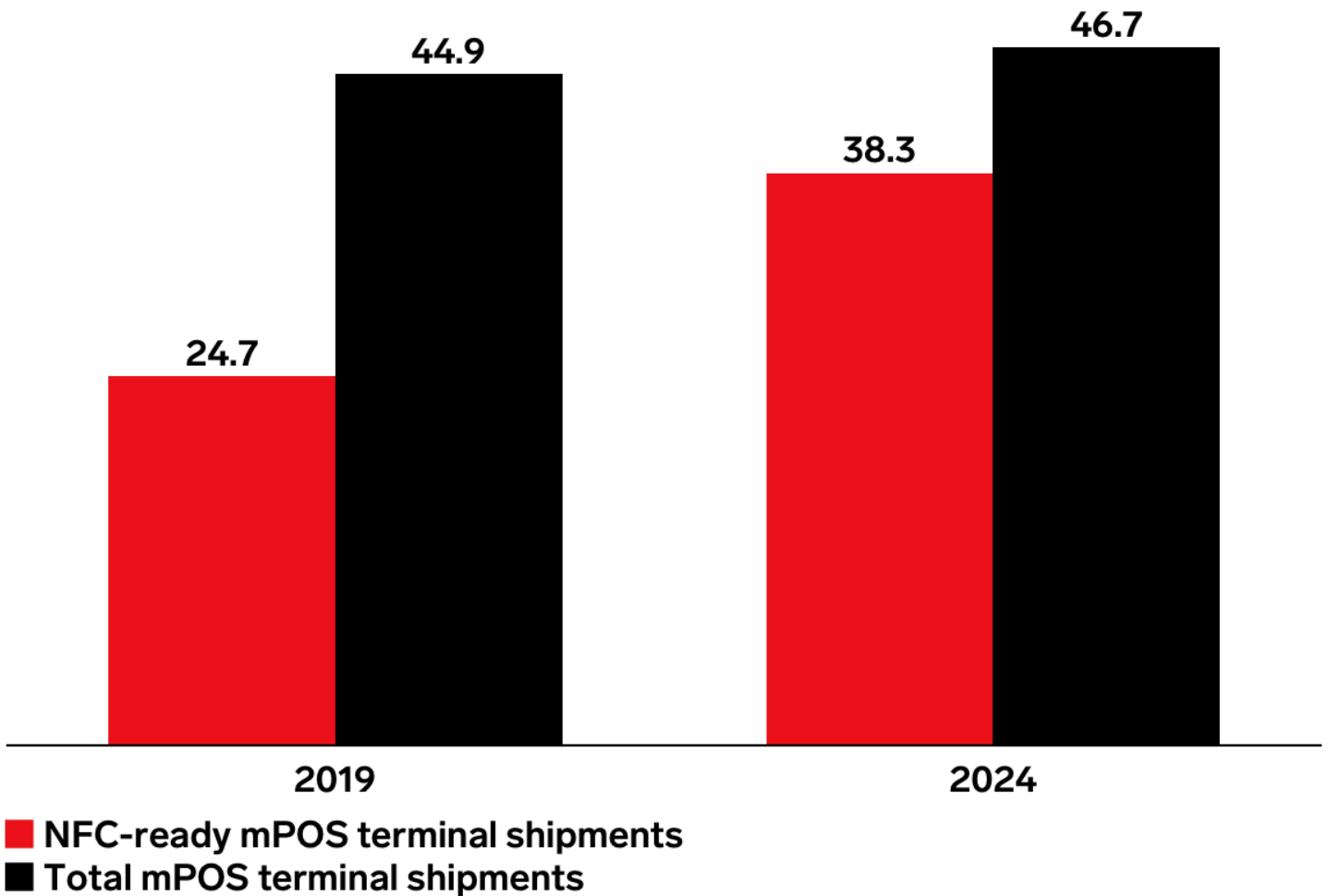
Adyen's opportunity: Adyen can use its new mPOS offering to target both small and large businesses that may want to ramp up in-person retail activities during pandemic reopenings. The solution can help Adyen penetrate the small business arena and offer its enterprise customers—which [generated 97% of its volume](#) in H1 2021—a value-added product that complements their other payment tools.

The solution also helps Adyen gain a stronger in-store retail foothold, which still makes up the majority of total retail sales in markets like the [UK](#) and the [US](#). And it opens a cross-selling opportunity for Adyen by encouraging merchants that want to limit costs through more interconnected payments systems to use its other payment services.

Related content: Check out the Mobile section of [“The Payments Ecosystem”](#) report to learn how providers are expanding payment acceptance offerings.

NFC-Ready and Total mPOS Terminal Shipments Worldwide, 2019 & 2024

millions



Note: mPOS terminals defined as consumer-oriented mobile devices such as tablets and smartphones used for POS; NFC-ready includes terminals whose NFC capabilities have not been activated

Source: Berg Insight, "POS Terminals and Wireless M2M - 4th Edition" as cited in press release, April 29, 2020

1031248827988

[InsiderIntelligence.com](https://www.insiderintelligence.com)