

ADVANTECH-AURES RETAIL READY





COMBINING AURES' RETAIL AND HOSPITALITY EXPERTISE WITH ADVANTECH'S GLOBAL ENGINEERING, MANUFACTURING AND SERVICE CAPABILITIES, ADVANTECH-AURES IS HELPING RETAILERS DELIVER SMARTER, MORE RELIABLE CUSTOMER EXPERIENCES AT SCALE.

RETAIL READY

PROJECT MANAGED BY: NICK RAMAGE

Whether it's ordering lunch at Greggs, buying refreshments at a stadium or checking out at a self-service kiosk, modern retail increasingly depends on technology that customers barely notice. Behind those everyday transactions sits an infrastructure that has to perform flawlessly, every hour of every day.



^
Jason Southern,
UK Sales Director,
ADVANTECH-AURES.

Today, the combination of AURES' deep understanding of retail and hospitality environments with Advantech's global engineering expertise, manufacturing scale, edge computing capabilities and international support network enables customers to benefit from both specialist retail knowledge and worldwide technology resources. The result is a stronger partner for businesses seeking reliable, scalable customer engagement solutions across the UK and internationally.

Sales Director Jason Southern has witnessed that evolution first-hand.

"I personally used to work for a UK-based company called J2 Retail Systems," he explains. "AURES later acquired J2, although it was much more of a merger than an acquisition, and together we grew incredibly quickly. We were then affected by Brexit and COVID, but now we're coming up to almost two years since the Advantech acquisition. We're backed by a company with over \$2.5 billion turnover, and the future looks really promising." >>

Sorion



Reduce errors and rework
Enhanced quality control with integrated in-process checks



Traceability & Compliance
Capture everything for compliance and end-to-end traceability

www.sorion.co.uk

Quality. Traceability. Reporting.

SORION

QUALITY. TRACEABILITY. REPORTING.

Since 1990, Sorion has designed and delivered bespoke guided assembly, collaborative robotics and end-of-line test systems for customers across the automotive, aerospace, warehousing and wider manufacturing sectors.

Our team solves complex manufacturing and logistics challenges, helping customers improve efficiency, strengthen quality control and achieve greater traceability and operational visibility.

Sextans-RT Process Control Software

At the heart of Sorion's systems is Sextans-RT, our process control and manufacturing software platform. Designed specifically for production environments, Sextans-RT uses clear, intuitive digital work instructions to guide operators through assembly, testing and data-capture processes.

The platform enables manufacturers to configure and control production operations, enforce process sequences and error-proof critical tasks. It connects with assembly lines, production equipment, smart tooling and other factory devices, capturing process data at every stage. This information supports detailed reporting, quality reviews and real-time visibility of production performance.

ADVANTECH-AURES Partnership

Reliable hardware is essential for Sextans-RT to deliver the responsiveness, durability and traceability required by modern production environments.

In 2009, Sorion selected ADVANTECH-AURES as its recommended hardware partner for system deployments. Since then, ADVANTECH-AURES terminals have consistently delivered reliable performance in demanding factory-floor conditions.

Their terminals combine intuitive touchscreen operation with robust construction, straightforward maintenance and seamless integration into existing production systems.

More than 3,000 Sextans-RT systems are now in use across Sorion customer sites worldwide, supporting manufacturers including Lamborghini, JLR, Bentley, Aston Martin, Lear and Dyson.

QUALITY. TRACEABILITY. REPORTING.

For more information, visit www.sorion.co.uk



**Proudly supplying
ADVANTECH-AURES
across the UK and
Ireland since 2010.**

A trade-only distributor – we supply, configure and support ADVANTECH-AURES EPoS, including the FUND II.

ioresource.com · Trade-Only Distributor · UK & Ireland
UK +44 (0)333 405 0035 IE +353 (0)404 20700

RELIABILITY FIRST

Point-of-sale terminals and self-service kiosks remain at the heart of the business, supported by a wider portfolio of tablets, menu boards, scanners and peripherals. Yet Jason believes the products themselves only tell part of the story.

"When you're talking about POS and kiosks, what sets us apart is the functionality we can offer, the leading-edge technology that's built into the products, the design and, most importantly, reliability. Customers are spending significant money on this technology and they want it to work from day one and continue working for many years afterwards."

That reputation for reliability has been built over decades.

"We joke sometimes that we're almost too reliable," Jason laughs. "We've got customers still using some of our POS systems 12 or 13 years on. It's a great testament to how they're built."

Longevity may not generate the quickest replacement cycle, but it has created something far more valuable: trust. Customers know the hardware will perform in demanding environments where downtime simply is not an option.

Design also plays a key role. Drawing on the company's French heritage, ADVANTECH-AURES has developed terminals and kiosks that stand apart visually without compromising durability, giving retailers equipment that complements customer-facing environments as well as supporting day-to-day operations.

KEEPING PACE WITH CHANGING RETAIL

Retail technology evolves constantly, making innovation an ongoing process rather than a destination.

Instead of simply responding to new trends, ADVANTECH-AURES studies how consumers interact with businesses across different regions and sectors before investing in research and development.



"It's understanding the market and understanding how the world is changing," Jason says. "Whether it's the Middle East, the Far East, America, Australia or here in the UK, we're looking at how hospitality, retail, and stadia are changing the customer journey and whether we can be part of that with the technology we offer."

One example is Palm Glass technology, which removes the need for a separate contactless payment terminal. The payment reader sits behind the kiosk display, allowing customers to tap their card or smartphone directly against the screen for eligible purchases.

It is a small change from the customer's perspective, but one that creates cleaner hardware, simpler transactions and a >>

ADVANTECH-AURES

smoother user experience in busy environments such as quick service restaurants, entertainment venues and transport hubs.

Developments like these are driven by global research teams that continually monitor emerging trends, ensuring new products reach customers at the right time rather than after the market has already moved on.

MORE THAN A SUPPLIER

Technology alone is rarely enough to sustain customer relationships measured in decades.

For ADVANTECH-AURES, partnership is just as important as product.

Greggs has worked with the business for more than 20 years, making it one of the company's longest-standing customers. What began with supplying point-of-sale terminals has grown into a far broader collaboration.

When the bakery chain decided to introduce self-service kiosks, ADVANTECH-AURES became part of the project rather than simply delivering hardware.

"We worked with Greggs to redesign and redevelop the kiosk so that it suited exactly what they needed for their environment and so their software could deliver the best customer journey," Jason says. "It's all about understanding what they need and what we can then bring to the table."

This collaborative approach extends well beyond product development.

Jason recalls a recent project where 35 kiosks were manufactured in France, delivered and ready for installation at Birmingham's NEC within just 21 days, despite procurement delays threatening the programme.

"We're not a supplier, we're a partner," Jason emphasises. "If there's an issue, we get in a car or a van with spare parts to help."

"We recently had an issue at Wembley two days before a major concert. Two of my colleagues were onsite the following morning, diagnosed the problem, fixed it, and had everything working perfectly that day."



"I think sometimes that's where you really earn the relationship. It's not when everything's easy, but when customers need support that they see the value of working with you."

MEETING TODAY'S CHALLENGES

Even established businesses must adapt to changing market conditions.

Ironically, the biggest challenge currently facing ADVANTECH-AURES stems from one of the technology sector's fastest-growing success stories.

"AI has had a massive impact on our industry," Jason explains. "The companies building AI servers are taking many of the same components that we use."

Processors, memory and storage devices have become significantly harder to source, while prices have risen sharply, placing pressure on hardware manufacturers throughout the sector. Geopolitical tensions have created additional disruption by increasing shipping times and transport costs.

Fortunately, these challenges are being felt across the market rather than by one company alone.

"The saving grace is that everybody is in exactly the same position," Jason affirms. "Customers soon realise it's affecting the whole industry."

Despite these pressures, customer demand continues to shift in a positive direction.

The adoption of self-service technology has accelerated rapidly over recent years, with retailers, hospitality operators, leisure venues and employers all recognising the benefits of giving users greater control over routine transactions.



Rather than replacing traditional checkouts entirely, many organisations are adopting blended environments that combine staffed tills with self-service kiosks, improving convenience while maintaining flexibility.

LOOKING AHEAD

Alongside strengthening its position in point-of-sale technology, ADVANTECH-AURES can now draw on Advantech's expertise across manufacturing, healthcare and industrial computing, opening entirely new opportunities for growth.

"Our drive is to get back to being number one for POS in the UK," Jason reports. "But we've also now got access to many more products from the Advantech side of the business. We can see specialist teams

developing new markets and allowing our revenue and market share to increase."

That growth is underpinned by an international culture where knowledge and expertise flow freely between countries.

"The way we work comes from all levels and all countries," Jason says. "Everybody is driven by the same goal of growth and success. There's always someone available to help, whether that's technical support in France, engineering in Taiwan, or colleagues elsewhere in the business."

For customers, this means combining local relationships with global capability. For ADVANTECH-AURES, it represents the opportunity to build on decades of success while expanding into entirely new markets. ☺





ADVANTECH-AURES

WWW.ADVANTECH.COM



PRODUCED BY:

