



# Case Study

## Self-service Kiosk for Bakery and Cafe (SSK515)

## Self-service kiosks heighten the efficiency and profits of food services

Self-service kiosks are gaining a footing in the food service industry and are proven to make businesses more profitable and efficient. They save staff time and allow them to do more value-adding work and increase throughput. They also allow your flow of customers to keep moving with reduced waiting times. While manufacturing a kiosk is not technically extremely difficult, it comes to consulting and design when a business owner chooses a partner.

### Business Challenges

The customer is a coffee chain headquartered in Asia with more than 1,000 stores worldwide in the biggest markets such as the United States, China, and Australia. It not only offers coffee, tea, and other beverages but also desserts like cakes. The customer was looking for a smart self-service kiosk that can integrate with the ordering and checkout system.

What concerns the customer the most is how to integrate a multi-function kiosk into a store under 100 square meters. Besides, it must be quick and easy to use to ensure ease of customer flow and efficiency of business operations. Therefore, placing a countertop self-service kiosk with a screen size of 15.6" at the cashier is the best solution. Aside from a low-power CPU, it also requires a wide array of peripherals, including a card reader, barcode scanner, and receipt printer to enable various contactless payments.

### Main Requirements

- All-in-one self-service kiosk
- 15.6" full HD TFT touch panel and high brightness
- Low power consumption and high performance
- Rich I/O connectors to support peripherals
- Ease of maintenance and system upgrade
- Slim design for limited space at the cashier

## The compact countertop kiosk occupies little space and gives a hand to the staff

Axiomtek has proposed its SSK515 – 15.6" self-service kiosk with Intel® Smart Display Module (Intel® SDM-). The kiosk has a 15.6" FHD LCD display with a 10-point PCAP touch and 300 nits of brightness. The SSK515 supports Axiomtek's SDM500L (Intel® SDM-L module) that is powered by the Intel® Core™ i5-8365UE 1.6GHz processor or Intel® Celeron® 4305UE processor. The kiosk features two 260-pin DDR4-2400 SO-DIMM slots for up to 64GB of system memory. It also provides sufficient expansion interfaces with one M.2 Key B 2280 slot and one M.2 Key E 2230 slot for the Wi-Fi/4G LTE wireless connection, plus one LAN port and four USB 3.0 ports. Axiomtek considers that displaying the work status is an important feature in self-service applications; therefore, the kiosk has an LED lightbar that supports 256 colors showing status with different illuminating colors.



The interactive kiosk is equipped with a 2D barcode scanner for contactless electronic payments and one thermal printer for receipts. In addition to its modular design and ease of maintenance, the thickness of the kiosk is less than 90 mm, making it suitable for use in a space-constrained environment. It is easy to set up with either wall mount kit or countertop stand.

## The interactive kiosk speeds up the ordering flow and reduces waiting time



The customer has placed the self-service kiosk beside the checkout counter in several branches to reduce waiting time and accelerate the ordering. The customer can select the items through the touch screen and simply pay on the kiosk. The process is no more than one minute. Then, the barista would receive the orders behind the counter. Thanks to its compact size and ultra-thin design, the kiosk is easy to deploy and does not affect the setup in the cafe. Furthermore, the asymmetric outlook can leave a vivid impression on the customers.



### All-in-one self-service kiosk - SSK515

- 15.6" Full HD LCD with 10-point PCAP touch and 300 nits of brightness
- Supports Intel® SDM-L with Intel® Core™ i3-8145UE processor
- 4GB system memory and 64GB M.2 SSD onboard
- Thermal printer, card reader, 2D barcode scanner, and NFC supported
- One LED light bar in support of 256 colors
- One LAN, four USB 3.0, two speakers, one Mic-in, and one Line-out
- All-in-one and slim-type body design with under 90 mm thickness
- Supports wall mount and countertop stand

- IP54-rated metallic front bezel

\*For detailed specifications, please visit [www.axiomtek.com](http://www.axiomtek.com) or go to Products > AIoT Solutions>Intelligent Retail and Hospitality>kiosk for [SSK515](#)

## Why Axiomtek

More than manufacturing, Axiomtek’s consulting and designing capabilities are the key to winning the trust of our customers. Through cooperation, Axiomtek is always willing to listen to the customer’s demand and create the solution that fits the best for the business.

“Self-service technology continues to expand at a fast pace, we are also keeping up with the trends for providing the best shopping experiences to our customers. As the multiple payment methods explode, the kiosk needs to support various peripherals to complete payments. It is impressive that Axiomtek combines all the devices seamlessly in a short period of time. There is no doubt they earn our recognition with the perfect service and technical expertise,” said the information technology manager of the customer.

## About Axiomtek Co., Ltd.

Axiomtek has experienced extraordinary growth in the past 30 years because of our people, our years of learning which resulted in our tremendous industry experience, and our desire to deliver well-rounded, easy-to-integrate solutions to our customers. These factors have influenced us to invest in a growing team of engineers including software, hardware, firmware, and application engineers. For the next few decades, our success will be determined by our ability to lead with unique technologies for AIoT and serve our key markets with innovatively-designed solution packages of hardware and software – coupled with unmatched engineering and value-added services that will help lessen the challenges faced by our systems integrator, OEM and ODM customers and prospects alike. We will continue to enlist more technology partners and increase collaborations with our growing ecosystem who are leaders in their fields. With such alliances, we will create synergy and better deliver solutions, value, and the expertise our customers need.

Axiomtek is a Member of the Intel IoT® Solutions Alliance. A global ecosystem of more than 800 industry leaders, the Alliance offers its members unique access to Intel technology, expertise, and go-to-market support—accelerating the deployment of best-in-class solutions.