



Case Study: Starbucks Reserve South Korea

Managing Payments at the Largest Starbucks Reserve Store

Seattle-based roastery Starbucks has over 80 upscale Reserve outlets in South Korea. Opening the first store there in 1999, Starbucks chose to celebrate its 21st anniversary in South Korea by opening its largest and newest branch in the province of Gyeonggi. Every detail was carefully considered. The new Yangpyeong Reserve store, which spans three stories over 1,203 square meters, and includes a huge interactive space, Teavana bar, Reserve coffee bar, drive-thru, and rooftop live stage, also functions as a traditional Starbucks store in nature. This means payment transactions are a necessary part of each person's visit.

The Challenge

The Starbucks team knew they needed a sleek mPOS device complete with a barcode scanner and modern tablet. It was essential that the design of the entire mobile Point-of-Sale system matched the exquisite, clean, and luxury design of the mall-like store. The solution could only use minimal counter space and needed the ability to be taken with ease onto the

HIGHLIGHTS

Customer _____

▶ Starbucks

Industry _____

▶ Food and Beverage, Retail

Operational Focus _____

▶ mPOS

Needs _____

▶ Lightweight and sleek mPOS solution

Solution _____

▶ KOAMTAC KDC500 mPOS with Microsoft Surface

Results & Benefits _____

▶ Successful swift payment processing both at the counter and on the store floor of all possible payment types





store floor to expedite payments and serve customers efficiently.

The Solution

Though the Starbucks team reviewed several Point-of-Sale solutions, they found all of their needs met best in a KOAMTAC KDC500 combined with a Microsoft Surface. The slim profile of both the KDC500 and Windows tablet met the requirement for a minimum footprint when placed on the store counter. The lightweight design of each made the solution ideal for Starbucks baristas to carry into the store floor for quick order completion. The barcode scanner on the KDC500 allowed for the completion of all orders including those that contain Starbucks memorabilia that many collect, especially since some pieces are only found at the South Korean locations. EMV, Chip-and-Pin, MSR, and NFC payments can all be processed directly through the KDC500 allowing for all possible transactions to be processed completely via the mPOS solution.

The Results

Since the store's opening in August 2020, the team has successfully deployed numerous KDC500 mPOS and Microsoft Surface solutions at the newest Starbucks Reserve store. The full solution continues to process payments successfully both at the counter and on the store floor securely with quickness and ease. Tens of thousands of KDC500 are also used in Shinsegae group stores, a Starbucks Korea partner.

About the KDC500

The KDC500 mPOS provides Bluetooth connectivity to a smartphone, tablet, or PC. The KDC500 is PCI-certified and can read barcode, EMV, Chip-and-PIN, MSR, and NFC data for a secure and convenient user payment transaction and barcode scanning experience. Complete with an alphanumeric keypad, the KDC500 is 50% lighter and smaller than its competitors, but with its ultra-efficient power management technique enables long-lasting operation; up to a few weeks on a single charge.

Specs

Physical Characteristic

Size: 1.93" x 4.60" x 0.98" (49 mm x 117 mm x 25 mm)

Weight: 5.64 oz (160 g)

Interfaces

Bluetooth® V2.1+EDR, Class 2, SPP/MFi

USB to Serial (Micro USB)

Regulatory Conformance

R&TTE, FCC, KC, TELEC, VCCI, RoHS Compliant

LED Safety: IEC62471:2006

Payment: PCI PTS 4.x SRED, EMV L1 & L2 Contac, EMV L1

Contactless, Master Card Contactless 3.1.1, VISA payWave 2.2

Scan Range (10mil Code39)

Imager: 1.1" to 13.3" (28 mm to 338 mm)

Functionality

Memory Flash ROM: 1MB Program, 4MB

Memory RAM: 128KB

User Environment

Drop Spec: 4' (1.2 m)

Operating: -4°F to 122°F (-20°C to 50°C)

Storage: -4°F to 140°F (-20°C to 60°C)

Humidity: 5% to 95% (non-condensing)

