

Aures secures POS Systems with Acronis OEM Version

The technologically advanced Aures point-of-sale (POS) systems and their interchangeable clip-on colour frontage make a bold, innovative design statement in sales and service environments. The customised OEM version of the Acronis True Image corporate solution ensures that clients have the appropriate disaster recovery solution to hand to protect their vital data.



A² = convenient backup

Aures has thought long and hard about its client's needs – not only for great aesthetics, but also the need to guarantee the smooth operation of their business. If there is a glitch in a system, the client shouldn't need to panic – or lose valuable time. So, if a system crashes, Aures responds quickly and without any fuss. An engineer is sent to the client with a replacement terminal, in order to replace any defective parts on the spot. However, while this approach works perfectly for the replacement of defective hardware such as a motherboard, it is more problematic for defective hard drives – since a hard disk failure may mean loss of data!

Unless data has been backed up beforehand, it may be permanently lost. For this reason, Aures has for some time offered the option of a “security package”, consisting of the Acronis True Image Home backup software, and a compact flash card to store the backups.

This package has been refined during collaboration between Acronis and Aures. Instead of the backup solution for home users, clients who purchase the security package now receive the customised OEM Version of the Acronis True Image business solution.

“We're the good guys on the market”, says Hilmar Buchwald, Sales Director for Aures Technologies GmbH, “because we're the first to have thought through what happens when the hard drive fails.” The end user doesn't need to worry about securing their own system, because they receive the appropriate disaster recovery solution as part of the package. This includes creation of a complete backup of the operating system and applications by the dealer, using Acronis True Image, before delivery of the POS system.

In addition, when it is delivered, the system is set by default to carry out incremental backups at pre-defined intervals. All data is reliably secured, and if any problem arises, the customer can easily restore the system and their own data on the new hard drive using the Acronis OEM version. Subsequently the system will be fully updated by an engineer using remote intervention.

Company:

Aures Technologies GmbH

Sector:

POS systems

Key challenge:

To offer the client a reliable disaster recovery solution, which can be ordered directly as an optional security package along with a POS system.

Environment:

POS systems based on Microsoft Windows

Solution:

OEM version of Acronis True Image enterprise solution.

Advantages:

The customer receives a convenient backup and disaster recovery solution, removing the need for them to worry about system security and restoration.

Disaster recovery without stumbling blocks

Until now, users normally received Acronis True Image Home as a boxed product along with their system. Since the Acronis OEM versions are usually provided as downloads, Acronis and Aures had to consider how the POS system could be re-booted in an emergency using the new hard drive. Especially in the case of cash terminals in the retail and food sectors, where instant help is required in the case of a disaster. For example, in a worst case scenario, a restaurant or café owner whose system fails in the middle of a busy holiday period, does not have the time or patience – and often has no way – to download the software.

Hilmar Buchwald stresses that things must be made as simple as possible for the customer, and any stumbling blocks should be removed in advance. Aures sees it as vital that “the customer has everything they need, without having to ask”. The idea therefore came about of placing a bootable CD of the OEM version underneath the cash till, where it is easy to find, but not in the way.

Based on recommendations and the need for a cost-effective solution, Aures chose Acronis as a partner. According to Buchwald, the end user usually wants to spend as little time and money as possible on data security, but nevertheless, when things go wrong they demand a convenient and reliable disaster recovery solution. “Acronis True Image does what we need quickly and well”, says Buchwald. A further plus point for Acronis True Image was the fact that Acronis and its products are so well known on the market. As a result customers have responded positively to the security package option.

“The OEM software perfectly meets customers’ everyday needs, since they only require a small segment of the full functionality of the Acronis True Image software.” (Hilmar Buchwald)

About Aures

Aures Technologies GmbH manufactures computer systems and terminals for sales and service environments. Founded in France in 1989, Aures has been represented in Germany since 2006. Aures develops and markets its own comprehensive range of POS systems, which stand out from the competition particularly because of their high-end design. The customer has a wide choice, with a range of eight colours and the possibility of integrating the terminals optically into the customer’s retail or service environment. The systems are distributed to end customers by value-added resellers, who also add their own software.

About Acronis

Acronis is a world leader in providing advanced, scalable storage management and disaster recovery software that helps enterprises safeguard their information and assures the availability, security, integrity and recoverability of their infrastructure. Acronis’ patented disk imaging and disk management technology has won broad industry acclaim and numerous awards for excellence in data protection, backup and recovery, system deployment, and server migration for both physical and virtual machine servers.



Acronis Ltd.

The Lightbox, 111 Power Road
Chiswick London W4 5PY
United Kingdom
info@acronis.eu
<http://www.acronis.eu>
Tel.: +44 203 1760 340