

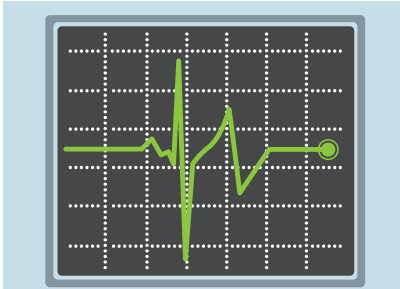
The Modern Retailer™ represents your future client. They're using technology to create efficiencies in their business and they need a trusted advisor to help them manage and integrate it all. That's where you come in! The point of sale solution is just the beginning of your offering; it's what gets your foot in the door. If you want to capitalize on new opportunities in the modern retail world, you need to position yourself not as a POS dealer, but as a full Retail Solution Provider. Consider some of these avenues to increase the touch points in your clients' businesses and build a steady stream of recurring revenue.

Solution	Why it's important	Solution	Why it's important
Point of Sale Solution	The POS solution is the hub of your service offering. In a modern retailer's business, every piece of technology is interconnected with this centralized system, which opens the door for you to be the retailer's complete solution provider and manage their entire ecosystem.	AV, Storage, Backup and Disaster Recovery	Client data is too important to put at risk. Automated backup systems within the cloud provide reliable storage, while simplifying the retrieval of valuable customer, financial and business data anytime, anywhere.
Hardware as a Service (HaaS)	HaaS is a very attractive offering because it ensures your client's hardware is refreshed every few years, giving them good reason to stay with you long-term. Plus, you can overcome your clients' resistance to large capital investments with the manageable and predictable monthly payments that come with a HaaS model.	Email Management and Administration	You know how critical communication is in keeping the client's business running. Providing reliable email administration systems ensure that your clients, their customers, and their prospects are in constant contact without any downtime.
Software as a Service (SaaS)	The SaaS model enables you to automatically upgrade client systems, helping you ensure your clients are always running the most up-to-date version of software without breaking the bank. Your support eliminates the tedious and often painful process of updating software or maintaining versions that are no longer supported. Not only will your clients enjoy the minimal, more predictable monthly payments, but you'll earn a steady stream of recurring revenue with significant profit margins.	Surveillance & Access Control	Protecting your client's business and physical assets is a 24/7 task. Offering effective, simple to install surveillance & access control systems allow you (or the client) to monitor the entire store on a continual basis.
Mobile POS	Demand for Mobile POS is rising rapidly as retailers adapt to changing consumer needs. But consumer-grade mobile devices don't offer the same ruggedness and integration abilities of retail-grade products. Capitalize on this lucrative opportunity by offering mobile POS products and services made to complement their POS system. Your clients will benefit from an enhanced customer experience, while you gain an additional stream of recurring revenue.	Internet Connection	Fast internet connection is crucial to the success of a modern retail environment. Help you clients manage their network infrastructure and keep downtime to a minimum so they can maximize the potential of all the technology they've invested in.
Digital Signage	When implemented with an all-in-one POS system, digital signage is an effective way to capture more recurring revenue on both new and existing installations. The demand for this new technology provides opportunities to not only hang the signs, but to be included in ongoing content development, distribution, and maintenance of the overall system.	Accounting Integration	Adding an accounting integration to your client's POS system will help them reduce double entry and streamline the process of regularly updating financial statements.
Inventory Management	Inventory is one of your clients' most important assets, but managing large quantities of stock can be a huge burden. With proper inventory management, clients get an exact overview of their assets, allowing them to manage supply against demand and make sure no inventory gets spoiled or lost.	Website Domain Management & eCommerce	In today's retail environment, the point of sale is no longer just in the store. Having an online storefront is imperative, but retail owners don't have the time or the knowledge to manage it properly. By hosting and managing their website, you can help your clients manage multiple sales channels to drive new business and stay competitive.
Voice Networking (VoIP)	Offering monitored VoIP services is an easy way to add additional recurring revenue. Retail clients can't afford downtime with their phone system. By proactively monitoring the VoIP network, you can prove your value as a trusted technology advisor.	Loyalty Programs and Mobile Marketing Solutions	Your clients want more communication directly with their customer base. By adding loyalty programs and mobile marketing solutions to your portfolio, you can capture easy, incremental revenue, while helping retailers create long-lasting relationships with customers.
Merchant Services	The payment card industry mandates that all merchants ensure that credit card data is secure and failure to meet these mandates could result in huge fines. By reselling merchant services, you take the burden off of the retailer to make sure that their security and infrastructure is always up to PCI compliancy standards and that their network is closely monitored for potential breaches.	Menu Planning and Design	Take your digital signage offering one step further by including menu planning & design services. If retailers are going to invest in digital signage, the information they display should look top notch. With your technical expertise, you can take your client's business to the next level!

Some additional services to consider:



Vendor Management
If your clients aren't quite ready for a full as-a-service contract, consider offering Vendor Management. By acting as the middle man between your client & their other technology vendors, you can use your technical expertise to get to the bottom of issues faster and show your value as a true service provider.



Remote Monitoring & Management
The best way to show your customer value as a retail solution provider is by proactively managing their systems. With proper security infrastructure in place and a remote monitoring and management tool, you can protect their systems from intrusion and eliminate issues before they arise. It's a great way to earn recurring revenue without significant costs.



Ongoing Support & Help Desk
Your company should be the first line of support when it comes to your clients' technology. As part of your service offering, consider some ongoing support options where customers have access to help desk support, troubleshooting, and more. If you offer a few different tiers of support, you'll put yourself in a good position to secure the "yes."