

A SUPPLEMENT OF

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2017 ANNUAL GUIDE TO RETAIL & HOSPITALITY SOLUTIONS

What's driving solutions providers forward
on the changing retail landscape?

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You Didn't Know You Had*

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Tactical Starts In The C-Suite



MATT PILLAR Chief Editor

This supplement to *Channel Executive* and *Software Executive* magazines is loaded with tactics. Editorially, we're offering 1:1 insight from the VAR/ISV executive juggernaut Mike Nicholson, principal and COO at POSitive Technology. On page 4, Nicholson details some of the tactical approaches his company took on its path to managing POS installations in 50 states and 16 countries. On page 6, aggressively growing MSP executives Tom Clancy (president, Valiant Technology) and Gary Power (cofounder and director of client services, Power Consulting Group) reveal the intimate details of their tactical approaches to nabbing retail clients away from unsuspecting, business-as-usual POS VARs. And on page 8 we offer some fresh context in the form of a Q&A with Jim Thompson, CFO at 76-store-and-growing lifestyle retailer Cavender's, on the tactics his company uses to find, contract, and retain solutions providers. Thompson also shares some tactical insight into the solutions his company is after.

The sponsors of this supplement also offer up some valuable tactical inspiration in their advertorial submissions beginning on page 12, with insight into:

- ▶ Dealing with the PCI QIR (Payment Card Industry Qualified Integrators and Resellers) program.
- ▶ Developing an ERP-style channel management program in your business.
- ▶ Influencing customers to accept the value and sustainability of cash.
- ▶ Continuous improvement to the EMV transition.


- ▶ ISV opportunities on the payments landscape.
- ▶ The value of cross-vertical payments flexibility.

Staying abreast of the day's retail trends and challenges — and adopting the tactical approaches and technologies to respond to those trends and challenges accordingly — are obviously important. That's where the value of this supplement lies. We invite you to rip pages out, hand them to your appropriate line of business managers, and charge them with exploring the tactics therein.

Those tactics, however, must align with something even more important: a strategy borne in the boardroom. In this market, that strategy must be big, bold, and courageous, because many of the brick-and-mortar retailers you've been building your businesses on for so long are suffering mightily. Comp store sales have fallen off a cliff. Thousands of big, brand-name stalwart stores are shutting their doors for good, at a rapid pace.

The marketing strategies of many in the vendor community seem to imply that the application of more tactical technology is the remedy to the retail industry's woes. While it's true that technology can help solve problems, technology that's adopted in bits and pieces only drives change that's incremental. The change that merchants need right now is much, much bigger than that.

I can assure you that there's some big, transformative, even unorthodox thinking going on in retail and hospitality C-suites right now. Retail leaders are giving up on the status quo. They're tossing out the old refresh-and-plod-on playbook. They're searching instead for new, integrated, customer-experience-enabling, channel-unifying technology. They want to buy that technology from whole-brained people who understand the tough spot they're in, and who have the tech chops to help them find their way out of it.

To be sure, technology will play many important tactical roles in support of the "retail 2.0" strategies coming out of your customers' C-suites. Assembling the right pieces of that technology to solve for the challenges of the day is the strategy that must be shaped in your C-suite. 

POSitive Technology's Journey To Total Retail Solutions Provider

Why one VAR's path to international growth required it to become a cloud-enabled ISV.

MATT PILLAR Chief Editor

Like most retail technology VARs, POSitive Technology got its start selling, installing, and servicing someone else's software running on someone else's hardware. That was back in the early 1990s. While the company still resells some big-name hardware and software, its most explosive growth has come at the hands of its own development efforts — POSitive Technology now serves retailers in all 50 states and 16 countries with its OpSuite centralized reporting and management platform.

Channel Executive caught up with Mike Nicholson, principal and COO at POSitive Technology, for a conversation on the decisions that led to his company's growth, and some of the missteps it made along the way.

PICKING A SWEET SPOT IN THE MARKET

It wasn't POSitive Technology's original intention to develop a suite of software applications, but the markets it serves demanded it. "There's a host of entry-level software applications that are gobbling up the bottom end, the first-time POS buyer," says Nicholson. "There aren't many software models out there that make it financially rewarding for resellers to go after that market with another software vendor's product, with the exception of payments, perhaps." Nicholson says neither are there many retail software products tailored for small-to-midsize multisite retailers. "The average retailer can't consume the weight of ERP applications from the tier-one providers, so we decided to build an ERP for them. We focused on building applications that are easy to use and understood by the hourly employee at a five-store chain. That's our sweet spot."

Mind you, POSitive Technology's bet on software development wasn't all that risky. It was predicated by developing tight relationships with — and under-

standing the needs of — its customers. "Getting buy-in and partnership from our customers has allowed us to develop a lot of our own solutions," says Nicholson. "We'd simply say, 'Hey, here's your problem and here's what you need.' A few of our larger clients were willing to fund our development effort to get them there." Nicholson says securing that funding usually includes a benefit to the "investor," typically a discounted rate on the software or a free usage period.

That's a small price to pay for the risk mitigation afforded by the "build-to-suit" development mentality. Nicholson admits that POSitive Technology has made some not-so-savvy bets on its development efforts over the years. "We've had a few tangents," he says. "There have been a few pieces of software we thought we'd want to develop that didn't pay off, but the ones that have paid off, for taking those risks, have been successes that have really driven the organization. To stay relevant, you always have to be probing and changing, and that comes with some risk."

THAT TIME THE CLOUD LAUGHED AT POSitive's PLANS

By the mid 2000s, POSitive was riding the success of some high-profile installations, including a deal with a NASCAR-licensed merchandising partner to sell concessions at NASCAR races, facilitating concessions for the World Series, and doing the same for concessionaires at the 2008

Olympic Games in Salt Lake City. That was the year the company crested the \$10 million sales mark. Nicholson's goal that year was to invest in the opening of 32 branch offices across the country to better serve the company's growing volume of nationwide installations.



“There aren't many software models out there that make it financially rewarding for resellers to go after that market with another software vendor's product, with the exception of payments, perhaps.”

MIKE NICHOLSON

Principal and COO, POSitive Technology

That never happened. “The technology we had back in 2006 and 2007 required a physical presence in client locations,” says Nicholson. At the time, the company served customers in 25 states. Nicholson figured that, to grow, his clients would want POSitive Technology to be there, to put registers on counters, to fix networks, and so on. Turns out, he was wrong. “Those 32 offices never really materialized because, really, the cloud happened,” explains Nicholson. Instead of investing in bricks and mortar, the company invested in the great automation tool of our time — cloud computing. “As technology has improved, it's taken the lowest common denominator — work — and automated it,” he says. “We realized that the implementation process for a POS could probably be automated. That technician that has to go out and plug everything together, we could probably package that into an automated process and not have to send an individual out there.”

About the same time, the brass at POSitive Technology decided to go all-in on the cloud. “Our servers, toolsets, ERP, and as much of our infrastructure as possible no longer resides in multiple servers around the country, but in the cloud,” says Nicholson.

Today, the company's core offering is a cloud-driven solution that automates the front-end POS and includes a number of additional retail operations functions, including planning, merchandising, distribution, analytics, and business intelligence.

EMPOWERING PEOPLE REMOTELY

While cloud computing erased the need for Nicholson and POSitive Technology to invest in real estate across the country, the company still needed more people, and it needed those people to be connected. “For all of our technical prowess, our people are our everything,” says Nicholson. “It's amazing what you can accomplish when everyone's working toward a common goal.” The cloud is also driving the solutions that help the company ensure associate collaboration, despite the geographic disparity of the workforce. Now, when the company brings on a new remote associate, they simply download an app that allows them to use their computer as a phone and video-conferencing system. “Every meeting we have is a face-to-face video, no longer a conference call,” says Nicholson. That means dialing in some 80 employees spread across the company's dual headquarters in Maryland and Arizona and key market offices in New York, San Francisco, and Dallas, to name a few. “We have multiple corporate meetings a week. Everybody has to be on video. Sometimes they're in the room together, sometimes they're at their desks, but every device in the company has the capability to be at that meeting, face to face, so you can really see what's going on with that individual,” he says.

SCALING SALES AND SOPHISTICATION

As POSitive Technology grew the sophistication of its offering, it intentionally sought a more sophisticated customer. Nicholson says the company relied heavily on the aforementioned communications infrastructure to keep his staff's knowledge up to par. “When we were selling single stores, one guy could go in, do the presentation, do the needs analysis, handle every step of the sale, seal the deal, and we could assign it to production and they would go and do the implementation,” says Nicholson. “When you're going into a multi-hundred-million-dollar or billion-dollar retailer, they've got their CIO, they've got their network engineer, they've got their planner, and they've got their CFO at the table. You have to have people for those people in the meeting. You have to raise your level of expertise within your organization to be able to sell on par.” Creating the impression that your company's intellectual property resides with just a couple of leaders in the organization, he says, can be detrimental to the sales process.

A more sophisticated offering, he says, also creates “stickier” customers. “If you're just dropping a POS on the counter that your customer will operate without your intervention for the next five or 10 years, you're not offering very much value,” he says. “If you're bringing a solution to the table that has the breadth and depth of configuration, and you can bring your industry expertise to apply best practices or problem solve for them, all of a sudden you become the partnership.”

Meet The POS Competitors You Didn't Know You Had

Here's how two MSPs are winning retail and hospitality clients by not focusing on POS.

ABBY SORENSEN Editor

Tom Clancy Jr. and Gary Power won't be walking the floor at RetailNOW in August looking for new solutions and services to sell to their retail and hospitality clients. Both MSPs will be back in their Manhattan offices strategizing how to win more business from old-school POS VARs. Clancy and Power don't claim to be POS technology experts, and they don't need to be. They are the competitors many POS VARs don't even realize they have, and they are the kinds of partners a POS ISV would love to have in their pocket.

Clancy is president at Valiant Technology, a 35-person MSP with \$265,000 in monthly recurring revenue, who has been featured in this magazine twice and has been invited to speak at multiple *Business Solutions* events. A few years ago, Valiant didn't have a single retail or hospitality client. Now, they have more than 70 in their portfolio, which includes nationwide fashion brands and fine dining establishments.

Power is cofounder and director of client services at Power Consulting Group, a 20-year-old MSP bringing in \$300,000 per month in recurring revenue that also provides consulting services to other MSPs. His client portfolio includes clients in the legal and SMB verticals, and he's started winning business with hotel chains and restaurant franchises.

The two companies' offices are less than a half-mile apart in Manhattan. Their recent wins in retail and hospitality should be opening the eyes of VARs still operating on a break/fix model, and should be catching the attention of ISVs who need to look for partnership opportunities beyond traditional POS resellers. Clancy and Power aren't concerned with being POS experts, because they don't view POS as a critical part of winning business. "I don't care about the actual POS any

more than I care about any specific little tiny technical component of the business," says Clancy. "The whole picture is what we're really providing."

When Clancy and Power spoke at the Retail IT VAR Of The Future conference in April 2017, they were clearly operating very different businesses than many VARs in the audience. Both of their companies are charging upwards of \$220 per hour for work billed outside their managed services agreements. When VARs in the audience were asked to raise their hand if they billed \$220 or more per hour, only one hand went up (and that hand belonged to another VAR-turned-MSP who works with major nationwide retail and hospitality clients). "I hate doing ad hoc hourly services. It's my least favorite thing in the world, because I've got to chase it," says Clancy. "I don't like chasing money. I would much rather it show up on the first of the month. My payroll's made on the first of the month, and it's a very, very happy thing."

Valiant Technology and Power Consulting are making customers happy and are getting a leg up on traditional POS competitors by selling ancillary services, focusing on recurring revenue, mastering Hardware-as-a-Service (HaaS), taking advantage of margins with the cloud, and acting as trusted advisors.

STOP FOCUSING ON POS

Clancy and Power weren't worried about their lack of expertise in retail and hospitality technology when they started targeting those verticals, because vertical-specific technology isn't their key to winning clients. Instead, Clancy relies on ISV partners to be POS experts. "The ISV does the setup and the implementation and the training. All I'm doing is bringing them in the room and saying, 'Set it up and teach everybody how to use it, thank you very much. I'm going to be back here, installing security cameras and audio control and lighting control and a firewall and structured networking.'"

These MSPs are providing stores, hotels, and restaurants things such as firewalls, audio and lighting control, social media management, video surveillance, website production and hosting, email hosting, Office 365, phone and internet services, and security solutions, in addition to traditional POS hardware and software solutions. Power gave an example of a law firm client his company grew from \$6,000 to \$26,000 in monthly recurring revenue after becoming a referral partner for the firm's other technology vendors. Power said this strategy can apply to retail and hospitality too, because clients "want one-stop shopping. They want one bill. They know that we're going to have their back, and they have one throat to strangle." Power continues, "If you don't know what you're doing on a particular thing, whether it be security or back-end cloud, or backup, find a partner and then slowly learn it, and then take it on yourself. Were we security experts in the beginning? No. We went to security conferences, we got a security consultant, and we put together the program." Now Power's clients are required to purchase a base security program that starts at \$500 per month.


When it comes to recurring revenue, Clancy and Power don't expect to get rich off of any one particular offering. Their recurring revenue adds up little by little, such as a \$5 per device margin for mobile device management, making a 15 percent margin for referring services outside their area of expertise to other IT providers, or reselling Office 365 at a 5 percent margin. Instead, they make their margin on the service side, and by utilizing the cloud (Power already owns two data centers, and enjoys an 80 percent margin on true cloud-based clients). Clancy said, "You're getting them used to giving you the money that they would have been giving on the open market. You're adding a percentage of profit, and that money is going straight to the bottom line." He reminded VARs they should be selling phone and internet services too, and earning a referral check while a client will pay the same exact fee they would normally pay to the provider.

They also aren't being kept up at night by shrinking hardware margins, because they don't expect to get rich off hardware. Power explains his focus on the long-term contract and project work when it comes to hard-

ware. Clancy makes a small margin on hardware plus a small percentage of the finance charge. Both MSPs rip and replace hardware every 36 months under their leasing terms. They keep inventory on hand to keep customers happy, which is a challenge when paying more than \$20,000 per month in Manhattan rent. Clancy also pointed out that HaaS doesn't have to be all-encompassing. Valiant makes sure their contracts have "escape clauses" for unforeseen circumstances, such as fires.

START FOCUSING ON STANDARDS

Power preaches the importance of standardization at his own company and to the MSPs he works with on a consulting basis. "Work on making sure that the client is focusing on the standards that you're providing," he says, "not the other way around, where they think that their standard is a consumer-grade product." Power learned the importance of sticking to standards early on in retail and hospitality thanks to franchises in his portfolio. One of his first hospitality clients, who now has more than 30 locations, was inherited from an acquisition. "They were a mess," he says. "There was not one thing that was the same. All the equipment was right over the stove in the kitchen. It was ridiculous. Our first goal was to get in there and standardize the entire operation. We told them, 'You have to do this, in order to survive, in order to grow and be a good business.' Ultimately, they got on board the standardization train, and now they can rubber stamp any new location." Power recently helped this particular client open a new restaurant in Dubai. The international project took two days, but without standardization he estimated it would have taken at least three weeks.

When it comes to selling around your standards, Clancy said, "The cure really does come around having the courage to say no. If you try to sell solutions from a position of fear, being willing to lead with plan B, you're going to get the clients to sign off on plan C, and then they're going to wonder why they're not getting plan A performance. We go in with one quote and we position that. When they say that that's too expensive, I then tell them that they need to give me a budget." Before clients agree to a revised plan with a lower budget, Clancy makes them sign an indemnification clause agreeing to all of the recommended services they are waiving. He said, when it comes to a restaurant owner they are trying to win over, "It's not necessarily that they're cheap; it's that they're broke. We get pushback all the time, and I restructured my offering to them a few different times, to try to find a way to keep a recurring revenue stream, which maintains our connection, but also makes sure that I'm covering my base expense." 

What Retailers Really Want

We sat down with the CFO of 76-store lifestyle retailer Cavender's for a frank discussion on how merchants choose their solutions — and their solutions providers.

MATT PILLAR

Jim Thompson has been CFO at Cavender's for 20 years, during which time he's helped navigate the company's growth — and the technologies it's adopted to fuel that growth. Thompson was kind enough to join us for our Q1 Retail IT VAR Of The Future event, where we had the opportunity to interview him in front of a live audience of resellers. His comments on where retail technology is headed, and the role that culture plays in choosing solutions providers, are valuable fodder for the channel. Here's a select portion of our interview.

PILLAR: How has your rapid growth in recent years influenced the technologies you're sourcing today?

THOMPSON: We have 50 store managers who have been with the company for 20 or more years. That creates really incredible tribal knowledge among those associates, which is a good thing when you only operate 20 stores. The stores ran efficiently on that knowledge, so we could do things informally, without any systems and processes. Now that we've reached 76 stores, it's more difficult to scale that knowledge and transfer it. We're relying on more technology to do that.

PILLAR: For a growing company, Cavender's is generally cloud-averse. Can you share with us a little bit about Cavender's philosophies around cloud computing?

THOMPSON: Yes, we've been slow to go to the cloud. We've always been very nervous about it. Way back when cloud first came out, and the Software-as-a-Service model, we really looked at it closely.

The major plus is obviously convenience. There's no doubt about that, especially in our organization. We have a very lean IT structure, no technical people at all. But for us, there were three aversions. One was security. We're very paranoid about proprietary data being somewhere other than our own servers. The other

thing was that we had a lot of legacy systems that were getting the job done. There wasn't really a need to move things up to the cloud. The third issue was cost. We keep our systems for a long time. We look at it with a five-year to seven-year time horizon on payback.

With the SaaS models, you just keep paying these subscription fees forever, whereas if you come out of pocket and make the capital expenditure on the front side, generally there's about a three-year to five-year break-even point. That's really worked well for us.

PILLAR: But you are moving some applications to the cloud. Can you tell us what, and share your motivation for doing so?

THOMPSON: Everything is changing with time, and we see that now. We are moving some things to the cloud. The cost has come down, so that break-even point is shrinking. I think, more importantly for us, the systems are so much more complex. There's a lot of maintenance that has to be done, and we don't have the infrastructure in place to do that.

I think that a lot of proprietary data we'll probably host ourselves for as long as there are systems that'll do that, and as long as we're able to maintain them. But there is a compelling reason to do some things in the cloud now, so we're moving our workforce management software, our human capital management program, to the cloud this year. We just switched over in November, and there were a couple reasons for that. One was just the constant updating of the software for regulatory and legislative updates. We also launched an initiative last year for employee self-service, so that our employees could actually access their pay records, submit scheduling, shift changes, those kinds of things, either from their homes, or from their mobile device. We did that simply because our IT department didn't want to open up the network to that many people. Not doing this wasn't an option, because we've got to be competi-

tive in hiring and workforce management.

PILLAR: As you consider infrastructure and systems investments, what do you look for in a solutions provider?

THOMPSON: The main thing for us is obviously competency. Does the system provide what we're looking for? Beyond that, it really comes down to integrity. Don't overpromise. We like to see solutions providers bring operational people with them on sales calls. Typically, when salespeople come, they tend to overpromise. Then the operational people who were off to the side during the sales process come in for implementation, and they say, "What? We're going to do this?"

We want the people that are actually going to be doing the implementation work to be on the sales call with us, because they tend to have a lot of common experience with our people. That's really where the relationship is. I always say that sometimes you can promise the moon and deliver a moon pie, and that's the kiss of death for us. Number one, we don't have the time to have to redo things. We hate it. We've been through it; we've had those experiences.

We really want someone that will come in and be very forthcoming about what their system can and can't do. Hopefully, we've put out a pretty decent RFP, so you can go through our checklist and see our requirements, and you're going to give us a lot of detail about how you satisfy those requirements.

After competency comes culture. Communication skills in our company are a huge thing. If you can't talk Texan, it doesn't work. We have a lot of people that have grown up in our company that come from operational backgrounds. They're not technical people. We have no database administrators on staff. We have no programmers on staff. Our entire IT department is eight people, and they're more operational than they are technical. If you can't talk our language, we still may go forward because it's a need, but what happens is the whole project really bogs down and gets slow.

There's a lot of miscommunication between the sales and implementation processes. Sometimes we don't do a good job explaining to you, the solutions provider, what it is that we really want, and we thought that you knew. Other times, you might have thought that we had the bandwidth and infrastructure in place to be able to do certain things, and we see that a lot, where people come in and say, "OK, here's what the client ownership is of these tasks," and we're like, "No, that's not us."

I think if you're truthful about what you can do, what you can deliver — and for the most part, any one of your solutions can do the job — a lot of it comes down to when you think you can get it done. Timing is a big deal. We've

had several instances where someone said, "We can get this done in three months," and here we are, nine months later, and we're still in the middle of a rollout.

PILLAR: We survey our subscribership very regularly, and one of the common challenges that we hear about is marketing. Solutions providers seem to struggle figuring out where the best marketing dollars are spent. Where do you turn when you're researching potential fits for a solutions need at Cavender's?

THOMPSON: We usually start with publications. They're a good source of thought-provoking information for us, and I'm forever tearing out the articles and handing them out to people, saying, "You need to read this and this." We'll look and see who's in those publications, and the NRF [National Retail Federation] has also been a good source for us. We go to the NRF BIG Show every year. Sometimes we go up there just to see the latest and greatest in the marketplace, and what's going on in the industry. In other cases, we go up there with a specific need, and we'll have done some homework ahead of time to see which vendors provide the services we're looking for. We'll do some prescreening. Sometimes we'll set appointments prior to the show. A lot of times, we'll just walk into the booth and try to set an appointment.

We also have a lot of friends in the industry. For as large as it is, the retail industry is also very tightknit, especially among the user base for smaller organizations such as ours. We'll call other merchants as part of our due diligence when vetting a solutions provider for our needs. It's important to us to find providers that encourage their user base to interact with one another.

We have several solutions providers that have one or two user group meetings per year. There's a lot of interaction there, and we're on a couple of their executive development-type committees as well, which gives us a seat at the table for future releases and product development.

PILLAR: This year, Cavender's embarked on an SD WAN (software-defined wide area network) project. What precipitated the need for that, and what do you plan to leverage it for moving forward?

THOMPSON: In this industry, trying to see where things are going three and five years down the road is really tough. I give our IT director a lot of credit for that. At NRF a couple of years ago, we saw where the trends were going with IP devices, such as digital signage and video surveillance. We looked at the connectivity that we had to our stores and we realized that we didn't have the bandwidth to accommodate these things. So, we started talking to

our marketing people and asking them, “What is your strategy? Where are we going with these things?”

They started telling us what they want to do, and mind you, that doesn’t necessarily mean we’re going to do it. I read an article in *CFO Magazine* a few years ago that said the road to growth begins with a road, so you’ve got to build the highway first. Too often, as was in our case, we had a really narrow, two-lane road. Down the road, you’re going to need to have a four-lane freeway. We started looking at different ways to increase our bandwidth in a cost-efficient manner. T1 is really what we first started doing, and that gets really expensive when you start adding on the store multiplier effect.

Two years ago, we hadn’t even heard of SD WAN. We didn’t know what it was. One of our network providers introduced it to us, so we started looking at it. We jumped on it really fast. We really liked it a lot. SD WAN is a great vehicle, especially as you get into other initiatives, such as when you want to do a lot of things with your marketing group in your stores, for CRM, for pushing things out to your customers while they’re in your store, and also giving them network access in a secure way.

PILLAR: What are some of the other technologies and solutions on your 2017/2018 road map?

THOMPSON: The biggest thing we have going on right now is a replatforming of our e-commerce site. That’s probably going to take most of our time this spring. We’re really trying to put together an RFP right now, because we’re behind on e-commerce.

We’ve got a very good competitor out there, and their e-commerce business is superior, specifically their delivery of more and different products. At the same time, we tend to bite off a lot of different things at one time. Even though we’re small, we like to think that we can handle all these things, as we tend to bite off too much.

The CRM is another big initiative that we had this year. We’ll be launching that soon. We’re doing some things on the workforce management side as well, such as the employee self-service initiative I just spoke about. That’s going to be a big thing, optimizing for our scheduling software.

Mobile is also a huge initiative. Mobile POS, having mobility for our workforce, allowing our customers to not just access our website but to do things, such as look into our inventory position at our stores on mobile devices. We’ve got to get that done to be competitive, so that’s a really big thing right now.


PILLAR: I’d like to drill down here for a minute. Historically, if we think about the POS channel, it’s not a stretch to say that there are plenty of resellers who were per-

haps more comfortable when the POS was completely separate from e-commerce. It was a more comfortable space then. That’s not the reality we’re in anymore, is it?

THOMPSON: No, it has to be that. I think the overused word is omni-channel, the unified, uniform customer experience. That’s always the big thing, it absolutely is. That’s huge. But we’ve had some pushback on things, such as mobile POS in our stores, from our operational teams. They’re worried about it from a loss prevention standpoint, and not having a cash wrap where you can take product and put it in a bag and thank customers and walk them out the door. They’re a little bit nervous about our salespeople being able to check out customers. But it’s a huge deal.

I think the other thing, for a brick-and-mortar retailer, is that the website is becoming the largest store. In our case, it’s less than 10 percent of our total sales, but we’ve got to be able to bridge both in our stores. When a customer walks in, if we don’t have it in that store, we need to be able to ship from another store or ship from our website and let them go to a kiosk or an iPad to research their items and select them that way. Of course, buy online/pick up in-store and order in-store and ship-to-home are absolutely imperative to the customer experience.

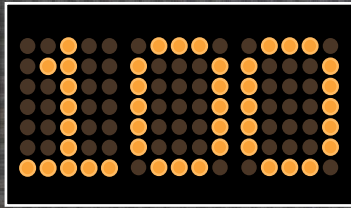
PILLAR: When you talk about the customer experience, it’s interesting that 15, maybe even 10, years ago, you wouldn’t really necessarily be having conversations with the CFO or the CIO. It wasn’t that important to you guys, but now it is. Cavender’s does a really good job of bringing together interdisciplinary teams, people from merchandising, marketing, operations, IT — bringing them together and making sure they’re all working synergistically on creating that customer experience. For the benefit of solutions providers who want to sell to merchants, which executives matter at Cavender’s?

THOMPSON: For the e-commerce platform, every department in the company is involved in that project. You’ve got finance, and we’re small, so our roles tend to overlap a little bit, too. A lot of what I do is IT, but we have IT people. That initiative is being led by our marketing and our e-commerce operations staff. Merchandisers are also involved, due to their concerns about things such as vendor-direct shipping and promotions. This is true for a lot of small to midsize retailers like us. You see a lot of different departments all coming together. We have had some projects in the past, where we’ve done them in a vacuum and it’s been a dud. Collaboration is absolutely critical now, especially for small organizations, to give every department a seat at the table. 

PERCENTAGE OF RESTAURANT-SPECIFIC CONTENT



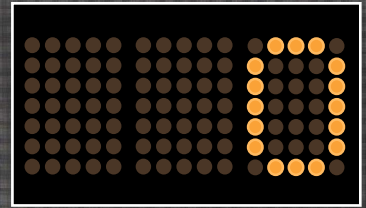
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The Other Guys

The Restaurant Loss Prevention & Security Association (**RLPSA**) is the **ONLY** association dedicated to restaurant Loss Prevention, Security and Safety professionals.

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Harbortouch Takes The Pain Out Of QIR

Many VARs have experienced the significant challenges posed by the Payment Card Industry (PCI) Qualified Integrators and Resellers (QIR) program. This program was implemented to ensure merchants are processing in a secure point of sale environment by requiring that all payment devices that include third-party payment processing gateways are installed by a PCI QIR certified technician. However, the certification requirements are substantial and place a considerable burden on resellers.

QIR certification trains technicians on the secure installation of PA-DSS validated payment applications into payment devices. According to PCI, "the goal of the QIR Program is to educate, qualify, and train organizations involved in the implementation, configuration, and/or support of a PA-DSS validated payment application on behalf of a merchant or service provider." Security is always a top priority when dealing with sensitive payment information, but it can often be difficult for VARs to meet the same stringent requirements as merchant acquirers and POS manufacturers, who typically have additional resources dedicated to these types of regulations.

Harbortouch is uniquely structured so that our resellers can avoid this cumbersome process entirely. Since Harbortouch installs the payment applications on our POS systems in-house prior to shipment, PCI has identified Harbortouch as a company that does not require PCI QIR certification for sales partners and on-site technicians.


Harbortouch is listed on the certified PCI QIR companies list and all internal personnel that handle payment processing parameters before the equipment is

locked down and shipped are certified by PCI. Harbortouch provides the payment processing directly to the merchant and does not allow access to modify payment processing parameters at the merchant location. This eliminates the liability generated by third-party payment processing gateways that are addressed by the PCI QIR program.

“Security is always a top priority when dealing with sensitive payment information, but it can often be difficult for VARs to meet the same stringent requirements as merchant acquirers and POS manufacturers, who typically have additional resources dedicated to these types of regulations.”

Harbortouch's unique model takes the pain out of QIR for our sales partners. This is similar to Harbortouch's approach to sales in general, with our turnkey as-a-Service offering that takes the pain out of building a recurring revenue stream. Harbortouch's as-a-Service solution enables resellers to shift to a **recurring revenue** model without the financial risk or operational headaches often associated with this transition. VARs are able to take advantage of multiple revenue streams through Harbortouch to quickly build a lucrative merchant portfolio. Harbortouch partners earn an up-front commission

for each POS system sold, and then they receive residual revenue on the payment processing as well as the opportunity for additional recurring income by offering a service contract.

Harbortouch provides the equipment, installation, training, sales support, and customer support so that you can focus on signing up new accounts and building your residual portfolio. This model also eliminates the burdens of QIR certification and other requirements that Harbortouch handles on our partners' behalf. With this unique solution, Harbortouch can help you take advantage of the as-a-Service trend in order to secure a profitable future without the challenges and burdens often associated with this model. 



ROHAN MANI
Director, Channel Sales



HARBORTOUCH®

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www.htresellers.com

Jon Taffer Approved



Jon Taffer, Executive Producer & Host of Spike TV's "Bar Rescue" and the foremost expert in the hospitality industry, has officially endorsed Harbortouch as the best POS solution on the market!

"In my extensive experience, I have found Harbortouch's POS solution to be the undisputed leader in the industry. Their POS system is truly unparalleled in terms of both price and capabilities. Despite the low cost, their solution delivers high-end equipment with cutting-edge software, and is backed by 24/7 support and a lifetime warranty. It's a no-brainer!"

— Jon Taffer

Harbortouch will be working closely with Jon Taffer to continue delivering the best POS solutions on the market, so be sure to get on board with this winning team!

For more information, contact:
Suzanne Davis at sdavis@harbortouch.com or 800.201.0461 x 947
Rohan Mani at rmani@harbortouch.com or 800.201.0461 x 302
or visit www.htreseller.com



HARBORTOUCH®

EMV, Magstripe, And E-Commerce Integrations Made Easy

Merchant Link's partner program supports you every step of the way.

Merchant Link strives to deliver connectivity and value to its growing base of ISV and POS developer partners via pre-certified EMV solutions that work in harmony with our mobile and e-commerce products.

WHAT TYPES OF PRODUCTS/SERVICES DO YOU OFFER?

Our most popular product is TransactionLink™, which easily connects a merchant's POS to a variety of pre-certified EMV PIN pads and securely processes transactions using both P2PE and tokenization. Today we have EMV certifications with First Data, Chase, TSYS, Vantiv, and AMEX on Ingenico, Verifone, and Equinox terminals, with more certifications coming throughout the year. Our TransactionVault® tokens are omni-channel, which allows customers to order online and return or make adjustments in-store. They also enable a brand to track same cardholder spend across all locations and append e-commerce data, like address/phone/birthday to a consumer profile when desired.

WHAT IS UNIQUE ABOUT YOUR CHANNEL PROGRAM?

Over the past 20 years, we've built our reputation on customer service, and that extends to our partners. It's a real differentiator. Our U.S. and Canada teams are committed to going "above and beyond" to make things easy, with hands-on support during implementation that is ongoing to capitalize on sales opportunities.

DESCRIBE THE INTEGRATION PROCESS

Our process begins with the assignment of a dedicated integration analyst to

the project. This staff member develops a close working relationship with the partner and is responsive and available to them. Merchant Link provides a step-by-step integration plan and will meet regularly with your development team as needed to ensure smooth progress. Next, we provide specifications and documentation that are comprehensive, clean, and simple. Prospective ISVs who have suffered through long and disorganized integrations will often ask, "Once you send your API, are you going to come back with more stuff for us to do?" The answer is no. We respect your time and ours and strive to make the process as efficient and easy as possible.

“Our ISV partners are able to rely on us to serve as their payment subject-matter experts.”

HOW LONG IS THE INTEGRATION PROCESS?


An integration takes anywhere between two and eight weeks and is primarily determined by the amount of time the developer on the ISV side can dedicate to the project.

WHAT SALES AND MARKETING SUPPORT DO YOU PROVIDE?

If customers have an interest in Merchant Link's products and services, we are there to support them in every way, whether it's participating in a conference call or traveling to be on-site for an in-person meeting. The world of credit card payments is complex and constantly

changing. Our ISV partners are able to rely on us to serve as their subject-matter experts. We are happy to connect directly with their customers to explain how it works and answer any questions. In addition, our marketing department provides strategic and creative support to help create demand, ranging from co-branded collateral, to public relations, to social media, and more.

WHAT FINANCING OPTIONS DO YOU OFFER PARTNERS?

Once established as a certified partner, partners have the option to be a reseller and mark-up our solutions, or they can simply refer their business to Merchant Link, and we take care of the rest with a revenue share option. Contact us for details. 



GEOFF KRIEG
VP of Strategic Relationships

Merchant
eLink

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sales@merchantlink.com
www.merchantlink.com

Trying to keep up in the changing world of payments can feel like another full-time job - adding new payment types, protecting cardholder data, complying with evolving PCI and security standards, all while trying to keep your costs under control. At Merchant Link, our goal is to remove the risk and hassle of payments so you can focus on your business.

RELAX. WE GOT IT.

Merchant Link Payment Gateway™
Hosted, Processor-Neutral Gateway

TransactionVault®
Tokenization

TransactionShield®
Point-to-Point Encryption

TransactionLink™
EMV Solution

E-commerce Solutions

Acquire™ Program

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Growing Your Portfolio Just Became Easier With Hubworks!

Our talented team at Altametrics has just released the new Hubworks suite of applications, which is now available to our channel partners. These robust applications will add value to your current offering and allow you to earn residual income as a bonus.

Our unique programs derived from our enterprise solution includes:

- ▶ **Zip Schedules** — Employee scheduling & communication platform
- ▶ **Zip Clock** — Automated employee time tracking & clock
- ▶ **Zip Checklist** — Digital task management system
- ▶ **Zip Shift Book** — Employee digital log book
- ▶ **Zip ordering** — Product ordering for businesses and suppliers
- ▶ **Zip Supply Chain** — Supply chain & vendor management system
- ▶ **Zip Inventory** — Streamlined inventory management
- ▶ **Zip Forecast** — Sales forecasting & demand planning
- ▶ **Zip HACCP** — Food safety & temperature monitoring
- ▶ **Zip Reporting** — Multi-store business intelligence & reporting

To help you develop a strong program, we have a professional sales team, an onboarding team that specializes in a smooth transition, an outstanding customer success team, and help desk support that goes above and beyond to make all your sales and implementations successful and clients happy. If you choose, you may be more involved and handle sales and support on your side as a certified partner. The choice is yours! For information about our Hubworks

products, you may refer to our website www.hubworks.com.

Altametrics produced this suite of applications available for you to market to your clients. All the apps can interface to corporate applications when necessary. These applications have been derived from our original enterprise solution, which was previously only available for very large companies. We've refined these apps to combine both cloud-based desktop and mobile applications on Apple iOS and Android devices. They are synchronized together. These applications may be used as stand-alone or as a suite of apps, as they share data metrics; i.e., employee records, individual location-specific information, etc. Regional hierarchies are available to be deployed when needed.



These applications are a great fit for any vertical industry, i.e., restaurants, retail, healthcare, hotel, education, law enforcement, manufacturing, pet care, etc. They are available in six different languages and initialized through user-specification. The products are scalable from a single-location business up to an Enterprise organization, and the product retention statistics have reported back with a very high 97% customer retention rate. Hubworks will help you grow your business each month.

Why wait? We encourage you to consider adding these products to your

portfolio to experience the difference in your bottom line.

A little about us. Altametrics, founded in 1997 by a young restaurant operator who had a small idea with the potential to loom large, built a system that turned control over the inventory and sales quantity of French Fries into huge savings. From that point forward, beginning with the introduction of eRestaurant, the dream of creating simple solutions to the tough, recurring problems faced by every part of a restaurant's operation became reality.

Today, the Altametrics product ecosystem works together like the critical components of an aircraft, each performing an essential role in helping businesses soar. From the front of the house to the back, with solutions that optimize each other with evolving cross efficiencies, Altametrics continues to **do what others dream.**

This new suite is just the beginning! Tomorrow's Altametrics products will explore breakthroughs in power, depth, and efficiency. Because, for us, **that's what dreams are made of.** ©

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Seven Situations Where Cash Is King

There are currently \$1.5 trillion in circulation per the Federal Reserve

There are plenty of good reasons to carry cash. You get better control of your budget and will likely spend less than when you use plastic or electronic payments for everything, even a cup of coffee or a candy bar.

Mobile payments and credit cards make sense in some situations. If you're putting down a deposit on a car or buying furniture, carrying enough cash to cover the costs may be impractical. But relying too much on plastic or electronic payments can be risky, especially in situations where paying with cash is preferable.

Here are seven of those situations:

1. POWER OUTAGE

A power outage that lasts several days can create all kinds of trouble. You won't be able to pay for purchases with anything but cash because merchants' POS stations can't operate without electricity. But they can still accept cash. Disastrous events like Hurricane Katrina kept thousands of people from using debit or credit cards due to network outages. Keeping a quantity of legal tender for such emergencies is a good policy for anybody.

2. FINANCIAL CRISIS

A run on the banks is an unlikely scenario in the modern age, but anything is possible if a bad enough financial crisis occurs. We got an uncomfortable glimpse at what can happen with the 2008 financial meltdown. As with power outages, stashing away some cash for emergencies could get you out of a pickle if you were momentarily unable to access your bank account.

3. POP-UP RETAIL

When you go to a craft show, flea market, Christmas tree lot, or your

weekly farmer's market, chances are most sellers will want cash for their merchandise. Many won't invest in traditional point of sale systems due to the up-front cost and short sales timeframe (seasonal or event-based). Unless you have some cash in your wallet, you could miss out on a purchase you really want.

4. CASH ONLY, PLEASE

Some business models only accept cash. The bank fees associated with accepting credit cards or electronic payments are often a burden for retailers. It's estimated that 55% of SMBs do not accept credit cards. Gas stations and smaller restaurants may offer a discount when paying with cash. Next time you visit a parking meter, laundry mat, vending machine, or even hire a babysitter, make sure you have cash on hand.

5. RESTAURANT TIPS

Even when paying a restaurant tab with plastic, leaving a cash tip is a good idea. Depending on how a restaurant is run, servers may have to wait a week or more to receive tips that are included in a credit card payment. Some employers deduct card fees from the tips. With cash tips, servers get their money right away – and might remember you fondly the next time you visit the restaurant.

6. SPECIAL OCCASION GIFTS

Everybody likes cash gifts. You won't see a high school graduate, newlywed, or birthday celebrant turn down hard currency. A reported 80% of the millennial generation still carries cash and uses it frequently. So rather than slipping a check into an envelope with a greeting card, give them cash. They'll appreciate it more.

7. TRAVEL

Different travelers will have varying opinions on whether to take wads of cash on a trip. There is always the risk of theft or loss, but having cash in your pocket can get you out of some situations. For instance, if you realize a cab driver or market seller will take only cash, or a card payment is rejected for whatever reason, you'll be glad you have cash. Unfortunately, tourists are often targets for pickpockets – you'll be thankful for the extra cash you kept stored away in your luggage if your wallet or purse is ever stolen while abroad.

No matter the setting, cash is still a welcome form of payment – and in some situations might be the only one accepted. So as convenient as electronic and plastic payments can be, it pays to always have some cash in hand. **C**



STEPHEN BERGERON
V.P. of Global Marketing



APG CASH DRAWER

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www.cashdrawer.com

The Channel: How And Why An ISV Should Connect

As an ISV looking to get into the channel, there are many things to know about how to best grow your company. Competition is tough, and many VARs resell more than one type of software, so ISVs have to differentiate their products and get ahead of the competition. There are many different factors that go into working with the channel, but once a strategy has been mastered, the channel can help ISVs achieve real growth.

Partnering with channel-centric partners, such as hardware vendors, service providers, distributors, and more, can also provide great insight as to where to find and recruit VARs. Distributors, such as BlueStar, can be a great resource because they sell directly to VARs and not end users, which means their knowledge and connections with the VARs you may be searching for will be strong.

Developing a strong channel strategy involves connecting with viable resellers. There has to be a good match of DNA when selecting these partners. If you are a hyper-focused ISV, look for resellers who share the same passion in the niche and work to develop those relationships. Working with resellers will be a drain on resources, so it is better to allocate those resources to relationships which have a higher propensity to flourish, rather than attracting as many resellers as possible, only to have cast a net too wide to man.

Many hardware manufacturing vendors in the channel also have programs in which ISVs can choose to participate. The success of many of these programs will be dependent on your commitment

to interface and execute with them to their fullest extent, however. Many vendors have market development funds (MDF) and co-op funds to help market, brand, and perform business development programs to find incremental new business for both you and them. Each program is unique and will have different KPIs to monitor.


Most of the vendors' partners will have well-defined and structured business development, marketing, and sales teams with programs, campaigns, and quotas in place to ensure success. Once you can prove success with a vendor's solution, whether it's hardware, software, or services, they will drive awareness and branding through their company divisions.

Additionally, keep track of any opportunity-generation programs (such as portals) these partners may have in place, and be sure to explore what it takes to access the opportunities they may be accruing. These opportunities can be invaluable to you as an ISV, as they can provide you with real customers searching for solutions you provide, and can help expand your reach into the channel.

Distributors can also act as a sort of gateway into the channel for ISVs. They're capable of sourcing hardware for ISVs, but they also have a wide scope of connections that would be significantly valuable to an ISV. Distributors can introduce software vendors to different manufacturing partners, including manufacturers that may be difficult to approach or contact otherwise.

Look for a partner who has a dedicated program for ISVs — one that quantifies

the different attributes you have to offer, so there is differentiation. Select a partner who can aid in developing end-user demand generation programs — the more robust their offering, the better. For example, the partner should be able to execute various aspects of an ISV's marketing strategy from telemarketing, email blasts, demo programs, direct mail, and more, to multi-touch inbound and outbound marketing programs.

By connecting with the channel, you will be able to foster relationships and take your business to the next level. 



DEAN REVERMAN
Global Marketing Manager



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859-371-4423

TranCloud™ — An EMV Payments Hub For Any POS

All processors — multiple devices — one integration

Mobile POS is an exploding segment in the payments industry today, but until recently, semi-integrated payment options for the U.S. transition to EMV have been lacking the features and flexibility necessary to truly scale a point of sale solution. With TranCloud™ from Datacap Systems, browser-based and mobile POS providers can offer a comprehensive and flexible semi-integrated payments solution to their customers. Engineered specifically for mobile POS providers, Datacap's unique hub-based cloud approach allows point of sale systems to process transactions through all U.S. payment processors while simultaneously driving an evolving range of EMV-enabled devices from leading OEMs — all via the cloud.

PAYMENTS

Powered by Datacap's industry standard NETePay™ payments solution, TranCloud leverages the most comprehensive list of EMV certifications available in the U.S. today, enabling a POS provider to accommodate the processing needs of any merchant. Installers can choose from virtually any processing platform in the US for EMV-enabled payments. The maturity of the NETePay product line translates to reliable payments with industry-leading functionality — including support for features like direct point-to-point encryption, tokenization, gift, FSA, EBT, e-commerce and EMV tip adjust.

DEVICES

A one-size-fits-all hardware approach to payments is never ideal for POS providers planning to expand into new merchant verticals, so TranCloud supports multiple wired and wireless

device options from an ever-growing list of OEMs. Today, devices from Ingenico, Verifone, and Equinox are supported with new hardware options in certification queues that will be available in the

before being transmitted to the processors. Combine a direct connection to the processors with EMV, direct point-to-point encryption and tokenization, and the result is the most secure cloud payments solution on the market today.



TranCloud is a processor and hardware agnostic EMV payments hub ideal for any point of sale.

near-term. As more devices are certified and added to TranCloud, POS partners gain instant access without requiring changes to their integration.


SECURITY

Datacap's semi-integrated approach to EMV maintains a separate card environment from the POS, resulting in an out-of-scope payments solution for the POS provider. While communication between the POS and TranCloud occurs via HTTP post, an app in the device allows for a direct conduit of communication between the merchant's site and their payment processor of choice. Why is this important? Simple, there is no third-party gateway through which a POS provider's full book of merchant customers are processing. This means no per-transaction fees and, more importantly, no potential breach point at a third party where data is decrypted

RECURRING REVENUE

Ideal for POS providers that offer their solutions via an "as-a-Service" model, TranCloud arrives pre-configured and ready to plug and play for a simple installation. TranCloud is provided at a low flat-rate monthly fee directly to the POS provider or can be obtained through one of Datacap's cooperative product rental programs

with various payment processors at no cost to the installer. Both options allow for flexible, ongoing recurring revenue for each installation without capital outlay. No-risk recurring revenue!

Start accepting EMV via cloud interfaces today! No PIN pad development. No processor certifications. No ongoing update requirements. No per-transaction fees. Contact Datacap today to get started. 

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www.datacapsystems.com

Payment Technology Trends For ISVs

Payment Processing Trends for 2017 and Beyond

The world of payments has vastly changed since the days of accepting only credit cards, checks, and cash. Today, ISVs are entering into a world where the amount of payment options can be staggering. Words like EMV, Apple Pay, integrated, or semi-integrated are often mentioned, and ISVs don't know which payment options are right for their customers.

There are several payment trends that ISVs need to pay close attention to and lean on their payments partner to help them navigate this new technology. At First American, we work with our partners to determine the appropriate payment technology that meets their business needs and helps differentiate them in the marketplace.

As we all know, EMV burst on the scene in October 2015 and caused merchants of all kinds to rethink the way they accept payments. Merchants have invested in EMV technology and, in many cases, the new technology also provided them the opportunity to accept mobile payments such as Apple Pay and Samsung Pay. These new payment options took awhile for businesses and customers to get used to, but they have become more common over the past year.

Now that EMV and mobile payments have become more mainstream, there are more advancements in payment technology that ISVs will need to consider. Payment trends have shown us that technology and innovation are the key to the next round of advancements in the industry. Below are some examples of new technology that have entered the payments ecosystem:

1. ADVANCED PAYMENT SECURITY

There is perhaps no bigger investment being made in the payments world than in payment security. The rise of data breaches and hackers who target retailers of all sizes has caused the payment industry to focus on solutions and tools to prevent breaches from occurring. At First American, our main focus is protecting our ISVs and their customers.

“Payment trends have shown us that technology and innovation are the key to the next round of advancements in the industry.”

Therefore, we have a comprehensive security suite, 1stPaySecure, that is constantly working to protect the ISV and the customer. In addition, we are in development on a number of security technologies that will continue to protect our partners and customers and keep their cardholder data safe.

2. BIOMETRICS

With the introduction of biometrics in mobile payment wallets, the world was introduced to a new security method using a fingerprint or retinal scan. Many customers feel that biometric authorization is more secure than entering a password. As the popularity of mobile payments continues to rise, ISVs will start to see more instances of biometrics over the next few years.

3. WEARABLES

You can't go anywhere today without seeing someone wearing smart watches or health devices that allow for a constant stream of information, mobile capabilities, and of course payments. Although the instance of making a transaction on a wearable device is still quite low, we will see this trend continue to grow as customers leave their wallets at home and opt to pay with their wearable device.

For ISVs that are just now exploring options for integrating payments, the amount of payment options and technology can be overwhelming. It's critical to partner with a payments expert who understands ISVs and can customize a suite of payment solutions for the ISV and their vertical market. **C**



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EVP, Business Development & Strategy



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Meet Expinet™

A Flexible Yet Powerful Gateway

Meet Expinet™, a flexible, yet powerful, payment gateway engineered to allow developers to quickly and easily capitalize on new opportunities in and around payments. Adding payments to your existing software solution will help you acquire new customers, keep existing ones, and drive incremental, bottom-line revenues. It's a win-win.

Expinet is engineered to provide you with the flexibility you need regardless of your core industry or vertical. From traditional and specialty retail, to healthcare, to hospitality, and nearly everything in between, Expinet is a payment gateway of choice for leading developers.

As an iPayment Partner, we are here to support you throughout the integration and launch process.

- ▶ Technical assistance throughout the integration process
 - Developer portal, sandbox, and production portal
- ▶ Comprehensive training for your teams
- ▶ Expertise of an industry-leading direct sales team
 - Reseller and referral partnership options
 - Personalized sales training
- ▶ Streamlined merchant application tools including Dart™, our proprietary, web-based 'short-app' that features auto-adjudication and full-featured APIs that completely automate the merchant application process
- ▶ Unparalleled ongoing support for you and your merchant customers
- ▶ Go-to-market, co-branded marketing collaterals
 - Sell sheets
 - Email campaigns
 - Landing pages

RETAIL/QSR	HOSPITALITY	HEALTHCARE
Omni-channel payment processing	Check-in/Check-out	Recurring billing and payment plans (vaulted)
Signature capture	Accept EMV & NFC/contactless	HIPAA compliant
Virtual terminal	Scheduled payments (PCI-compliant vault)	Accept HSA/FSA cards; ACH payments; EMV and NFC/contactless
Accept EMV & NFC/contactless	Collect Level II data for savings on B2B cards	Signature capture
Multiple hardware options	Signature capture	Omni-channel payment processing
Real-time and automated reporting	Omni-channel payment processing	Multi-location management


Just a few examples of our vertical-specific features

THE EXPINET API

We understand that time is money. We've simplified the process and provided a full suite of support tools and resources to make our integration as easy as possible.

- ▶ Semi-integration with multiple hardware options
 - Single-stack technology; everything with one integration
 - Windows®, iOS® and Android
 - Card-present and card-not-present transactions
- ▶ Developer-first functionality
 - REST API; integrated from any programming language
 - All features in user interface are available in the API
- ▶ Tokenization and encryption
 - P2PE or TLS 1.2 encryption support, depending on hardware
- ▶ Advanced fraud management tools
 - Built-in DDoS protection

- ▶ Level 1 PCI compliant card storage vault
- ▶ Full suite of payment acceptance options
 - EMV, NFC (Apple Pay, Android Pay, etc.), mag stripe, and more

Don't wait. With more than 18 years in the industry and over 140,000 merchant customers, let us put our technologies, support, tools, and sales expertise to work for your business. 



Your Processing Partner Should Be Easy To Do Business With

As the owner or manager of a point of sale company, you've got plenty of things to worry about — managing staff, optimizing cash flow, and paying taxes among them.

Dealing with your processing partner should not be on that list. Just the opposite — your processing partner should be easy to do business with, so you can focus your time and energy on running a successful business.

Your processing partner should:

HELP YOU MAKE THE SALE.

If you're a POS reseller or developer who wants to start earning recurring revenue from processing residuals, you should not have to know the ins and outs of payment processing. With Sterling as your partner, all you need to do is refer your prospective merchant to us, and we'll do the rest — close the sale for you, onboard the merchant, and make sure you receive your residual payments quickly and on time each month.

HAVE RELIABLE TECHNOLOGY AND PERFORMANCE.

Your processing partner's uptime statistics should exceed industry standards. Sterling operates multiple data centers, which help guarantee fast, reliable processing during peaks in activity, such as increased holiday traffic. Should one data center become inoperable, we'll route any affected transactions to a dual center for processing.

DEVELOP TECHNOLOGY THAT HELPS YOUR BUSINESS SUCCEED.

Sterling's products and services are designed to help POS dealers sell more

and keep merchants satisfied. We offer hassle-free, secure payment integrations, so POS developers get their solutions to the market faster. Sterling also provides multiple EMV solutions, gift card programs designed for POS resellers, and financing options to help merchants purchase your POS systems and services.

“Our POS reseller and developer partners don't just get a representative for sales support — they get an entire team.”

BE VIGILANT ABOUT SECURITY.

Sterling implements the latest tools and technologies to protect the data of our customers, including P2PE, tokenization, network protection, and system-wide monitoring. Sterling also undergoes an annual independent security audit of our processes and systems, as well as frequent security tests to detect and resolve any vulnerabilities.

OPERATE WITH TRANSPARENCY.


Sterling's processing rates are competitive, and your customers won't be surprised by hidden costs or fees. Merchant statements are clear and easy to read. We're also honest and up front about your residual payments, and those statements are equally transparent.

PROVIDE EXCEPTIONAL SERVICE.

Sterling is serious about providing the best service and support in the industry. Our POS reseller and developer partners

don't just get a representative for sales support — they get an entire team. Your merchants have access to personalized attention 24 hours a day, including knowledgeable and responsive tech support.

For its outstanding service, Sterling has been named a *Business Solutions Magazine* “Best Channel Vendor” in the Payment Processing Category for nine consecutive years.

Make it simple — partner with a payment processor that's easy to do business with. 

To learn more about the benefits of partnering with Sterling:

Call us at (800) 591-6098

Visit www.sterlingpayment.com



RICH PETERSON
President, iPOS Division



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To Unlock New Growth, Change Is Key

Find growth potential in merchant demand, not supply.

Change can go both ways. It can be the ticket to growing your business, or it can lead to its demise. However, how you implement change is just as important as how you adapt to it. Underperforming businesses tend to focus on maintaining supply rather than investing in creating merchant demand to generate new growth and stronger customer relations. Because merchants have a vested interest in their point of sale solution and in being part of the payments ecosystem, the time is ideal for resellers and independent software vendors (ISV) to adopt new technology and services.

ONE-SIZE-FITS-ALL NO MORE

The business of selling payment solutions that do not meet the unique needs of merchants is collecting dust. Merchants have an array of options, including cash registers, all-in-ones, tablets, mPOS, cloud, and non-integrated systems. Fueling the shift to connected, integrated buying and paying experiences is the rapid evolution of technology. For resellers and ISVs, this rapid change and evolving technologies can be overwhelming for a business to manage efficiently and effectively.

What is being sold today is far more complex than it's ever been. However, delivering services and products that foster nimbleness is the key to implementing impactful change. The triPOS product family from Vantiv is suited for ISVs and resellers to meet the unique requirements of merchants, offered in three different form factors: PC, mobile, and cloud.

Having the capability to sell a single solution that meets the various infra-

structures of merchants' businesses can make all the difference. A recent trend emerging with the mom-and-pop shops is "bring your own device" (BYOD), offering mPOS on these devices could be the difference to closing the deal. For most merchants, it's about the type of business and markets they serve. Being able to mix up offerings to manage their business off-site using the cloud or by taking payments to consumers is the flexibility one needs to compete.



triPOS is a payment integration solution with EMV point-of-interaction device support and access to Express gateway that helps strengthen your business by offering competitive advantages for your customers.

CREATE A SINGLE SOURCE OF ENDLESS INNOVATION

Take a look at some of the most disruptive services in the industry, and you will find technology is driving its success because customization is catered to their customers' needs. While merchants may want more customization and control, the technology implemented should not impede on their speed of service or security.

triPOS can help offer a single source of innovation by minimizing the up-front effort and costs associated with development and PCI compliance. Vantiv set out to develop a product that offsets the

overall cost of ownership for merchants on the back end.

Here's how it works: Merchants are offered their processor of choice because breaking up long-standing relationships or changing technology and processor is a tall ask. POS providers can now focus the conversation back to the technology and services offered. Remember speed of service and security? The right technology stack goes beyond offering EMV and card data encryption. It's about maintaining convenience during the checkout experience with store and forward capabilities and one-swipe transactions with tokenization for follow-up transactions.

As merchants look for more ways to connect with consumers, one will need a solution that connects you to all transactions, processors, and devices — opening a world of payments opportunity and keeping you on the cutting edge. **C**

To learn more about Vantiv's triPOS, visit: developer.vantiv.com

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smarter/faster/easier/payments.

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