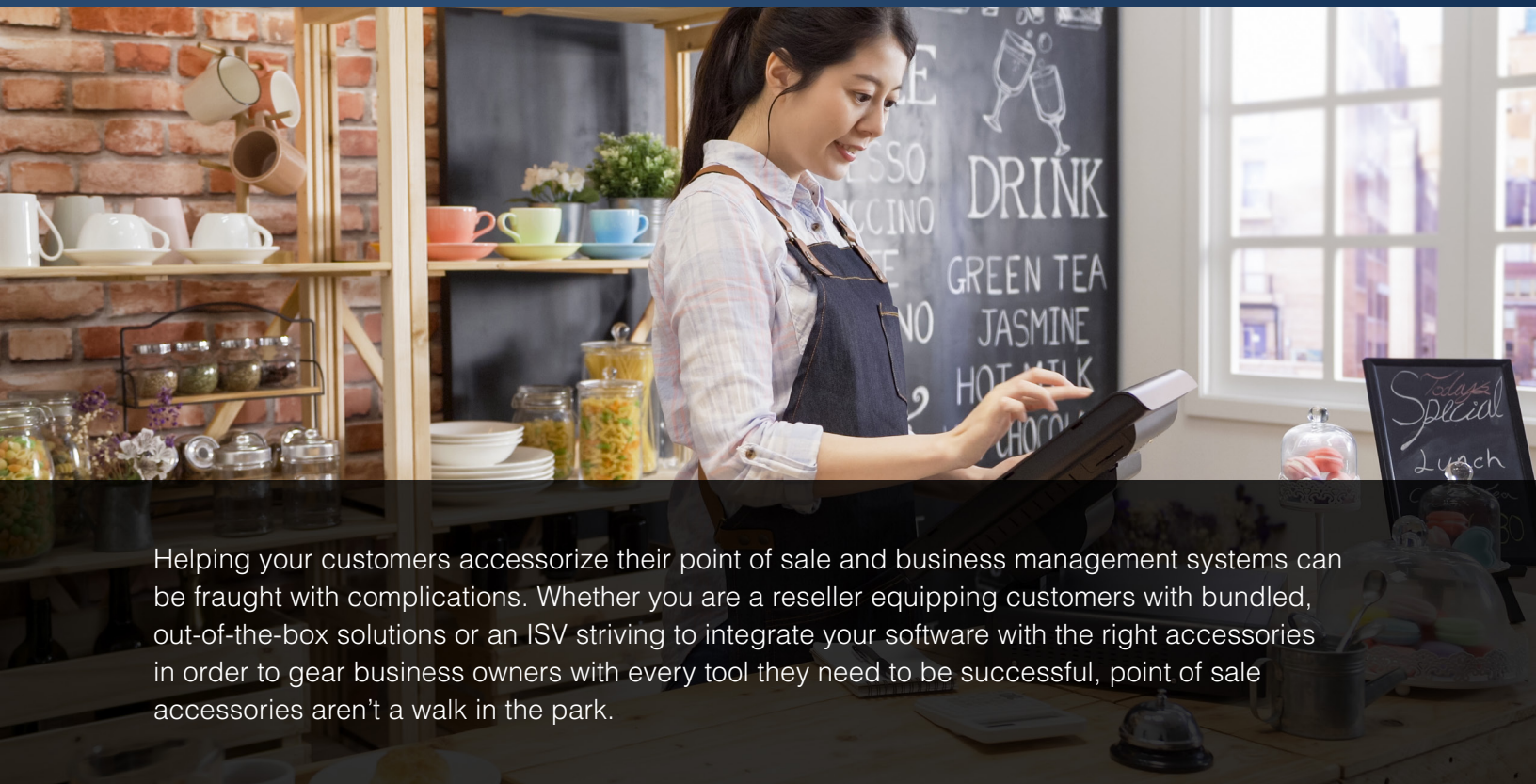




EBOOK

The Ultimate Guide *to Accessorizing the Point of Sale*





Helping your customers accessorize their point of sale and business management systems can be fraught with complications. Whether you are a reseller equipping customers with bundled, out-of-the-box solutions or an ISV striving to integrate your software with the right accessories in order to gear business owners with every tool they need to be successful, point of sale accessories aren't a walk in the park.

Good news: it doesn't have to be this way. With the right vendor partner, navigating point of sale accessories can be nearly effortless.

One Point of Contact for Support and Maintenance

Organized communication is key to a successful vendor partnership; communication with a partner without a primary contact can lead to confusion and endless headaches as there may be different contacts for support and maintenance. With the right partner, you can have a single point of contact, meaning a single call for support and maintenance as well as integration support. This will streamline and expedite support and maintenance efforts, as well as keep your inbox clutter-free.

Having a single point of contact can also help strengthen the relationship between you and your vendor partner. When communication is tangled with multiple points of contact, it can cause frustration on both ends. One point of contact will simplify communication, making it a more pleasant experience that both you and your vendor partner will look forward to instead of dread.

Seamless and Reliable Integration

Much like a single point of contact, ISVs should look for a vendor partner who provides one-time integration. Why? Because multiple integrations and limited peripherals will make integration an inefficient and tiresome process, leading to issues such as:



Indefinite downtime



Unproductive employees



Dissatisfied customers

Seamless and reliable integration with the right vendor partner will ensure obstacle-free business operations. In fact, the best vendor partnership allows one-time integration with your software and grants you access to their entire line of hardware and peripherals. By doing this, ISVs can reduce the headache of managing multiple integration partners for hardware and accessories, making the process simple and easy.

Thorough Product Testing and Competitive Pricing

Needless to say, it's not a good idea to choose a vendor partner who hasn't thoroughly tested their products. Thorough product testing ensures that all products perform well under high-volume use. Without this assurance, you risk integrating technology that won't perform for your customers, which would reflect negatively on your business. Thorough testing results in impactful features like cloud printing, and insect- and water-proof designs that will be more worthwhile than untested products.

Having multiple pricing options from your vendor partner is also crucial so that you can offer the best value to all of your customers. Every customer has unique needs and a specific budget, so it's important that you can provide the tech solutions they're looking for at the right price.

With various competitive pricing options from your partner, you will:

- ✓ **Increase customer satisfaction**
- ✓ **Stay competitive in the market**
- ✓ **Attract more customers**



The Flexibility to Purchase Accessories Bundled or Unbundled

Each customer you serve will be in a different stage of their business; some will need more accessories while others may only need a few.

For ISVs and resellers, offering your customers the option to purchase accessories now or later is crucial; customers not ready for certain accessories may become unhappy when they're forced to purchase them in a bundle instead of separately as they need them.

Choosing a vendor partner that offers both bundled or unbundled options lends versatility to your own business that you can then offer your customers. Bundled accessories may result in a one-time purchase; with unbundled capability, you can work with customers longer. This will allow you to optimize revenue streams with new customers and sell deeper into existing customer accounts.

Abundant Inventory

As an ISV, you must keep in mind that you don't get paid until the install is complete; the longer it takes, the more revenue you miss out on. There are various reasons for an install to take longer than necessary, one of them being a lack of inventory. If the solutions you need aren't in stock at the time of purchase, you will have to waste precious time waiting for them to come in.

For this reason, it's crucial to partner with a vendor whose product is available through several stocked distributors. That way, you'll never have to wait on out-of-stock solutions to arrive. This will allow you to deliver solutions to customers as soon as possible and get paid faster, improving customer satisfaction and maximizing ROI.

Backward and Forward Compatibility

A vendor partner that is constantly innovating and growing will ensure that your software always integrates with the latest technology in the industry. New accessories should be available for new solutions in order to keep your business running at optimal performance with the right accessories for the right technology applications.

However, some customers can't afford to upgrade or won't until they absolutely have to. For this reason, you need to work with a vendor partner whose accessories integrate backward and forward, ensuring legacy hardware compatibility for those who aren't as up to date. This will also enable you to upsell or cross-sell (either directly or through a dealer channel) the latest industry technology—keeping your software relevant and innovative.

Conclusion: To Accessorize Customer Point of Sale Systems Well, Seek a Mutually Beneficial Partnership

For ISVs and resellers, accessorizing point of sale and business management systems doesn't have to be a herculean task; partnering with the right vendor can turn an exhausting process into an effortless one. That's why it's crucial to choose a vendor partner that understands retailer, reseller, and ISV needs. When you do, you'll be empowered to provide the best value to your customers and maximize business success.

Star Micronics makes it easy for our partners and customers to accessorize their point of sale by offering a wide range of accessories, including [health and safety products](#), [tablet stands and enclosures](#), [receipt paper and labels](#), and much more.

Star Micronics is dedicated to cultivating partnerships that allow our partners to grow their business. When our partners win, we also win. If you're interested in partnering with us, learn more about our **[Empower Program](#)** today.

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics has an innovative portfolio of industry-leading scales, stands, enclosures, cash drawers, POS Shields, antimicrobial covers, and more. Star Micronics also manufactures high-precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.