



PIONEER POS INC.

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In 2009, an unfortunate result of the recent economic slowdown is that many companies elected to hold off on any unnecessary spending, causing IT projects to be delayed, put on hold, or cancelled. For many channel partners, this meant it was not a matter of whether or not they close the deal-but rather when they close.

And because of limited credit availability for businesses, the channel will be forced to deal with prospects that consider options like downsizing the scope of projects, purchasing refurbished equipment, or leasing instead of purchasing as a means to alleviating IT budget constraints.

As IT spending loosens heading into 2010, channel partners must explore new and innovative ways to increase sales. Now more than ever, selling solutions that show a fast and tangible return on investment (ROI) is critical. Offering technology solutions that increase operational efficiency yet decrease employee count will be widely accepted.

Here are some tips for channel partners looking for new ways to increase sales. Reevaluate the portfolio of products you represent to determine if there are any new products or technologies you should add to your product line card. Spend the time and resources necessary to be properly trained to sell and service the products you represent.

Sell the benefits of integrating multiple technologies to offer a total solution to meet the client's business needs. For channel partners with established customer bases, leveraging these relationships to cross-sell or up-sell additional options to existing solutions can be viable strategy to increase sales. And remember, people buy from people they like or know, so try new avenues like social marketing to build your network of prospects.



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In 2010, business owners will continue to focus on making it through the recession. They will be positioning themselves for expanded market share, growth, and a return to profitability as the economy stabilizes. While some businesses will be on a grow cycle and need to outfit new locations with POS systems, most businesses will continue to look for extreme value in investments that produce immediate cost benefits. The smartest investments will increase level of service while also reducing cost.

An example would be self service kiosks. These units come in many form factors and are becoming more and more common in the public spaces of airports, hotels, retail and grocery stores, convenience stores, gas stations, healthcare offices, manufacturing. Service level is expanded by offering the customer a reliable, easy to use touch screen experience to accomplish a task like ordering fast food, printing boarding passes, signing in, checking availability, getting directions. These kiosks provide personalized concierge services that can be Internet-based, available 24 x 7 and multi-lingual, without adding new personnel.

Another trend will be POS system reliability. There is no substitute for reliable POS hardware that has a proven track record allowing the business to provide an exceptional customer experience. But, another

emerging trend will be to enable solution providers to offer remote service. This level of service over the Internet saves cost by minimizing travel by service personnel, but also by offering advanced remote services to enhance uptime by predicting points of failure so parts can be replaced in advance. Internet-based network management services will become more and more common in installations, small and large. Solution providers working with the business owner's IT department will partner to lower the total cost of ownership of the POS and kiosk infrastructure.



POS-X

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In 2010, while VARs should see an increase in end users' willingness to spend money on capital projects, I feel that companies will be much more careful about how they plan to spend. Due to the ramifications and downsizing that occurred during the recent recession, many companies have changed their mindset — gone are the days of reckless spending by corporations large and small. 2010 will usher in an era of companies being ever so diligent to ensure ROI by being smart about their spending.

As a result, you will see POS manufacturers racing to provide new hardware at lower prices in order to meet demand. Much of the new computer technology seen in Netbooks and other consumer products is making its way into the POS industry and will allow for a new market of products — making it more affordable for both the VAR and the end user.

The key for VARs will be to separate the low cost "cheap" hardware, from the truly well built low cost alternatives. This will become especially important as oversea manufacturers — many without adequate quality standards — attempt to bring their products into the market. Many of these companies lack the infrastructure to respond to the VAR with high quality and timely support, and instead just focus on rock bottom pricing at any cost.