

What's the **VALUE** in Value Added Resellers?

A VAR (value-added reseller) is a company that resells software, hardware and/or networking products and provides value beyond order fulfillment.
- techtarget.com

The best entrepreneurs are passionate about their business and savvy about their product. But even if your product is the very best in its class, there are still many aspects of selling your product to be mastered to create a successful business.

Running a business is hard. Everybody realizes that it requires long hours and dedication. In an effort to stay focused on the product, many business owners find it difficult to become fully educated on how to select the right POS system for their business. Too often, an IT department is a luxury affordable by few, leaving management to add becoming a POS expert to their considerable list of tasks.

This is the VALUE in VAR. They make running your business easier by providing sound advice and access to customized turnkey solutions resulting in owner confidence and more time to focus on their product and their customers.

RDS has assembled experienced teams that know and understand the products available, and how businesses in your industry stay in the black. Better than working directly with a manufacturer who delivers a *one size fits all* product, a VAR analyzes your business and develops a custom solution that reinforces your brand with your customers.

How? Value Added Resellers work *with* you, giving advice and providing many services such as PCI Compliant strategies, employee training, IT functions, custom integrations, installation project management, maintenance, skilled help desk support, payment services and financing options. It may be surprising for customers to hear, but manufacturers prefer working with VARs. They buy in quantity and their business is understanding how the products work. This relationship allows for some pricing advantages that VARs can then pass to customers.

How important are these services, really? It's easy to see the value in a discounted price on hardware or software. But let's look at just one of these added values-- what is the real value of help desk support? The hard truth is that technology sometimes breaks. When it does, it is important to be able to get the help you need --quickly. Not all VARs are created equal. A comprehensive POS provider, RDS provides qualified help desk support 24/7/365. Our Help Desk works constantly to maintain high standards in customer service. In some cases, they are able to prevent a full day of lost sales. But don't take our word for it. Here are a few comments from customers:

"You guys immediately get on the system to fix the problem. In a case when a replacement was needed, a new component was shipped overnight. Business still continued to run instead of being dead in the water like with our last POS company. The new terminal was up and running in two minutes. Just a quick call and up and running. Best of all the sites are NEVER down." – Alan Meyer, Meyer Oil Company

"RDS works hand in hand with our back office system and I can't imagine not having RDS for our cash registers. For Instance, if we lose internet connection, we can still process credit cards off-line so it doesn't

affect sales and customer service. Any time there is a problem that we need to communicate right away, we are able to use after -hours support by calling. We always get a response right away." - Helen Daigle, Owner with Daigle Arby's Franchise Group – Louisiana

"Honestly your whole support team is above the other vendors we use, so all of them should be commended." --

Anthony Mann, Atlanta Botanical Garden

RDS has been assisting businesses for 65 years with POS solutions. In 27 offices across the country, our IT professionals are adding **value** to POS in Hospitality, C-Store, Retail and Grocery channels. Are you ready to cross off POS expert from your TO DO list? Call RDS at 855-737-1500 to talk about your options.

Adding Value: *WE DO THAT*

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