



The Local POS VAR: A Business Partner Worth Having



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You're ready to use technology to take your business to the next level. With technology, you can run your business more efficiently, improve customer experiences, and build loyalty. But more than that, you will have tools that help you compete more successfully with other businesses in your market. The tech solutions you use will give you data that can help you make smart decisions, get more out of marketing promotions, and find ways to improve your business — just like your larger competitors do.

However, as you start looking at software and hardware that your business can use, you will probably realize you need to answer questions that most restaurant and shop owners can't answer confidently, such as:

- » *What type of hardware do you plan to use? If an employee drops a tablet, will it survive the fall or will you have to replace it?*
- » *Which software features and add-ons like loyalty and gift cards do you need?*
- » *How will you make sure your system is safe from hackers and cybercrime?*
- » *How many devices will your wireless network have to support?*

It won't take long before you realize that you need help from an IT expert so you can choose technology that works the way you need it to and allows you to get the most value from your investment. Hiring an IT pro for your staff isn't always possible. They're in demand and may demand salaries that are far beyond your budget. So, you may be concerned that you'll have to sift through all the options on your own — even though your restaurant or retail business — not technology — is your speciality.

Fortunately, you can get the answers you need and advice about the tech solutions that will provide the greatest benefits to your business by working with a local value-added reseller (VAR).

What is a POS VAR?

VARs provide point of sale (POS) software, hardware, and peripherals like barcode scanners, printers, liquor dispensing, online ordering, and scales; and payment solutions that enable you to accept different types of digital payments (e.g., credit cards, mobile wallets, QR code payments, and more).

VARs develop close relationships with device manufacturers and software vendors, often training and achieving certification. You can rely on VARs to provide you with solutions that meet the highest technical standards and match the right technology with your business needs.

However, VARs do so much more.

They are consultants that work consistently to ensure your business success. Local POS VARs go the extra mile to understand your business operations, the customer experiences you provide – and how you can improve them.

- » *For example, one NCC VAR has made it a habit to visit restaurants and cafes before he meets with their owners about the technology they need. He stops in, looks around, and gets an impression of how well things work and how happy customers seem to be.*
- » *On one visit to a cafe, he noticed that the coffee he ordered wasn't on his bill — and he knew that all it would take was easily programming a feature on the point of sale (POS) system to fix it.*
- » *When the VAR met with the cafe owner, he was able to tell her, "I will save you so much money on the coffee that you already sell that it will pay for your solution."*



National or global technology providers can't give you the same level of personal attention — and they may not be familiar with the best ways to do business in the area where your business is located. For example, a local VAR knows the best way to manage curbside pickup in your city. With a local VAR, you don't need to fumble through a trial-and-error period, maybe putting customer satisfaction at risk, until you find a process that works.

Local VARs pay attention to every detail to ensure the technology you use provides you with the greatest value — and that your business operates profitably and competitively overall.

VARs also encourage you to think about the future. They stay informed of new technologies that will become available to your business, helping you plan, stay ahead of the curve, and win new business. Sharing your vision for your business with your VAR is the best first step in reaching your three- or five-year goals.

Purchasing through a VAR vs. Directly from a Technology Vendor

It's tempting to do an internet search and choose a software or hardware brand name that you recognize. If it's at the top of every search results page and everyone uses it, it has to be good, right? Unfortunately, when you choose a solution from a company whose top goal is building its user base, you can count out personalized local service.

VARs operate quite differently. They don't build their businesses by providing an off-the-shelf solution to a large number of people. They focus on your unique needs and your success.

VARs and their teams don't consider you a number. With a VAR, you have a dedicated point of contact familiar with your business and the technology solutions you use. As a result, you don't waste any time while the person on the other end of the phone searches through records to find the most basic information so they can start troubleshooting your problems or answering your questions. Additionally, when you're facing an IT issue that could lead to downtime, your local VAR can provide service onsite, when necessary, much more quickly than a national IT company can.



Moreover, VARs and their teams may know you personally.

- » *Like most local VARs, one NCC partner makes it a priority to support businesses in his community. He holds business meetings at his customers' restaurants, shops at their stores, and buys their gift cards when he wants to reward his employees for jobs well done. And when people ask him for recommendations for places to shop or dine, he has a list of businesses that he knows first-hand.*
- » *This local VAR is also active on local boards and supports local charities. His clients even notice his employees pitching in to volunteer. Also, when he works side-by-side with his clients, he is always interested in how their businesses are doing, ready to congratulate them for their success, or to set up a time to hash out how to meet new challenges.*

The Return to Local Providers

If working with a local VAR sounds like it would benefit your company more than working with a national IT solution vendor who sells directly to retailers and restaurateurs, you aren't alone. The NPD Group reported in July 2021 that **purchases through VARs increased 6% over last year**.¹ NPD explains that growth is due, in part, to new tech needs during the pandemic. However, NPD analysts point out that as businesses shift from "stabilization to recovery," they're gaining confidence and momentum — and turning to VARs for the solutions they need.

Additionally, VARs have a greater ability to help restaurateurs and retailers get the solutions they need. The pandemic disrupted some device production and supply chains, and VARs can use the partnerships they've built with vendors and distributors to help their clients get the solutions they need or suggest other options. That flexibility is crucial to updating your systems now and staying on track with your plans for the future.

¹ The NPD Group, Purchase Through the Value-Added Reseller Channel in the U.S. are on the Rise, Reports NPD, July 19, 2021, <https://www.npd.com/news/press-releases/2021/purchases-through-the-value-added-reseller-channel-in-the-u-s-are-on-the-rise-reports-npd/>

Also, although an IT solutions provider isn't one of your employees, you'll find that a POS VAR will become a valuable member of your team. Your VAR will help you with IT planning and budgeting — you can consider a VAR a partner who is working to help you succeed.

As your partnership strengthens, you'll also find that a local VAR is a valuable part of your network.

- » *A business was looking for solutions to a problem — but it had nothing to do with IT. The owner talked to his business' local VAR and asked him to keep their ears open for ideas that could help. Because the VAR works with many businesses, they were able to find someone who could help and make introductions. That same VAR also helped one of their customers find candidates to fill a manager position.*
- » *That VAR also usually has the answers to clients' IT questions, but if not, they will find it. They have a large network of vendor, distributor, and association contacts that help them find the answers their clients need — and even discover new insights that can help their clients operate more efficiently and profitably.*

Let Us Introduce You to a Valuable Partner

If you're thinking that finding a local VAR partner who is dedicated to helping your business succeed would be a great benefit to your business — but hard to find — **NCC can help.**

NCC VARs are experienced in the industries they serve, they're great problem-solvers, and they're dedicated to providing excellent service. Complete this short form, and we'll connect you with the name of a VAR who can become a valuable new business partner.

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About NCC

Since 1986, NCC has been delivering comprehensive software solutions to businesses in the hospitality and retail industries. Our software engineers combine years of experience in software development with a strong understanding of restaurant and retail operations to create products designed to work in a wide variety of environments.

Through a world-wide network of reseller partners, NCC has installed over 50,000 POS systems in more than 35 countries. NCC products are installed in wide range of retail and hospitality concepts including Table Service, Quick Service, Fast Casual, Bars, Night Clubs, Delis, Frozen Yogurt, Delivery and Concessions.

