Selling Exatouch® vs. Major Competition
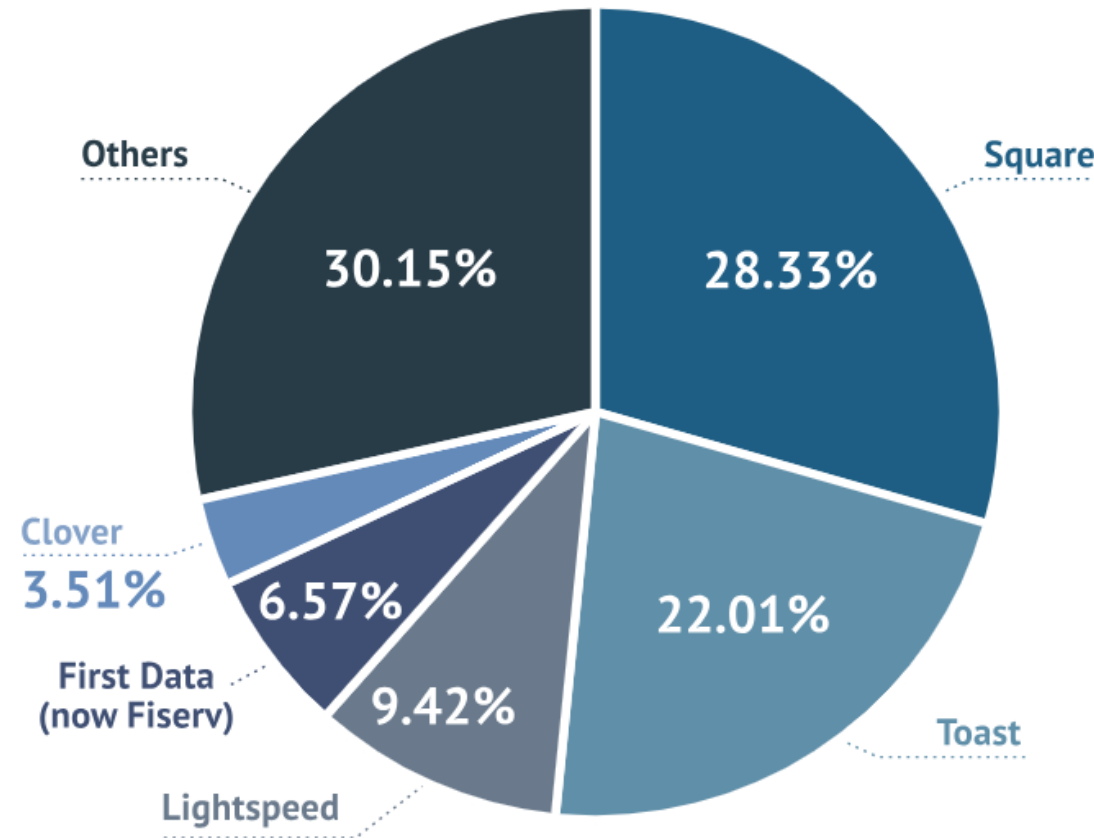
Stats, Ideas, and Your Input

Steve Messemer, Director of POS Products
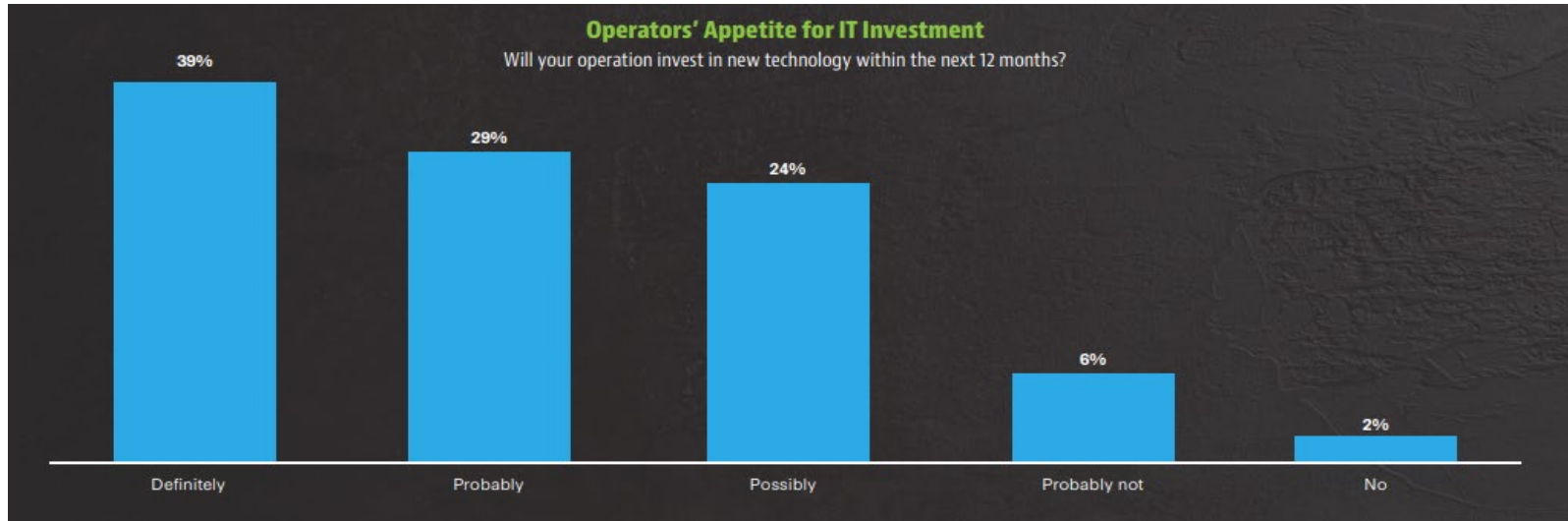
IMPACT 23

WHO ARE WE COMPETING WITH?

According to 6sense, an account-based marketing firm, Square claims 28% of the POS systems market. Toast is not too far behind, with 22%. Lightspeed, First Data (now Fiserv), and Clover round out the top five.

POS System Market Share

Others 30.15%

Square 28.33%

Clover 3.51%

6.57%

First Data (now Fiserv)

9.42%

Lightspeed

Toast 22.01%

IMPACT 23

SOURCE: 6sense

Fit Small Business

DON'T LET THE COMPETITION GET TO A MERCHANT FIRST

Operators' Appetite for IT Investment
Will your operation invest in new technology within the next 12 months?

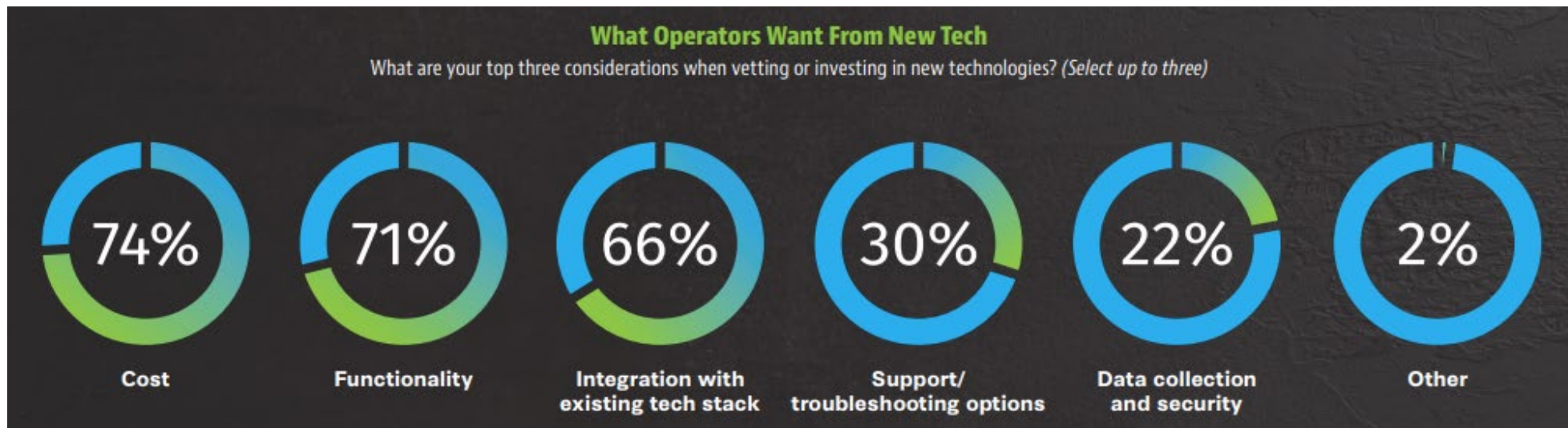| Definitely	Probably	Possibly	Probably not	No
39%	29%	24%	6%	2%

There is a good chance that the merchants you are talking to are interested in hearing your pitch on POS.

Make it Exatouch POS!

IMPACT 23

- Nations Restaurant News 2023 Operations Survey

COST IS A COMPETITIVE FACTOR

Most merchants will tell you that the price of $0 is too much. 😃

Upfront and ongoing costs are part of the sales pitch. Exatouch POS offers merchants an economical, but feature-rich POS with a simple contract.

What Operators Want From New Tech

What are your top three considerations when vetting or investing in new technologies? *(Select up to three)*

74%	71%	66%	30%	22%	2%
Cost	Functionality	Integration with existing tech stack	Support/troubleshooting options	Data collection and security	Other

IMPACT 23

LET'S GET THIS OUT OF THE WAY

Cash Registers are not competition…they are opportunities

⊘ **Limited customer support**
⊘ **Running reports clear data from register:**
  you cannot create filters or custom reports
⊘ **Few security measures to reduce theft**
⊘ **Correcting mis-rings and errors is tedious**
⊘ **Typically, can't be networked together**
⊘ **Limited inventory**
⊘ **And the list goes on and on……..**

IMPACT 23

Exatouch
vs.
Restaurant POS

WHO ARE THE EXATOUCH RESTAURANT POS COMPETITORS?

The main players we'll be discussing include...

toast   **lightspeed**   **clover**

There are many legacy POS companies that have been rolled up by payment processors with an unknown future strategy.

That lack of a plan is a sales opportunity for you!

THE OTHER WAY

THIS WAY

THAT WAY

IMPACT 23

RESTAURANT: EXATOUCH POS VS. TOAST POS

	EXATOUCH	toast
Monthly Fees	$39 per License	$69 to $169+ per License
Hardware Fees	$1,499+ per Bundle	Per Item / No Bundle
Software Features	No Additional Cost	Per Feature
Support	U.S. Based / Focused Group	Varying Reports
Contract	Month to Month	Unfavorable Contract
Corp. Ownership	Private	Public with Investors
Media Spotlight	Inc. 5000 Honor Roll	$.99 Customer Fee Fiasco
Sales Rep	Local Help	None or Rarely Seen

DID YOU KNOW?

Toast POS had a net loss of $81 Million Dollars in Q1 of 2023!

IMPACT 23

RESTAURANT: EXATOUCH POS VS. LIGHTSPEED POS

	EXATOUCH®	**lightspeed**
Monthly Fees	$39 per License	$69 to $399+ per License
Hardware Fees	$1,499+ per Bundle	Per Item / No Bundle
Software Features	No Additional Cost	Per Feature
Support	U.S. Based / Focused Group	Varying Reports
Contract	Month to Month	Based on Pricing Plans
Corporate Ownership	Private	Public with Investors
Corporate Focus	Exatouch POS	Vend, Shopkeep, etc.
User Interface	Non-Complex	Complex and Busy

INTERESTING FACTS

Lightspeed Commerce reported a $100.9 Million Operating Loss in Q1 of 2023

IMPACT23

RESTAURANT: EXATOUCH POS VS. CLOVER POS

	EXATOUCH	clover
Monthly Fees	$39 per License	$50 to $90+ per License
Hardware Fees	$1,499+ per Bundle	$1,574 to $1,849+ per Bundle
Software Features	No Additional Cost	Per App
Support	U.S. Based / Focused Group	Varying Reports / Offshore?
Contract	Month to Month	Based on Pricing Plans
Hardware Warranty	3 year	1 year
POS Architecture	Locally based database	Cloud / Random Outages
Demographic of Owner	Skew's older and experienced	Skew's younger

Sorry
WE'RE CLOSED

MANY CLOVER POS APPS ARE SOLD AND SUPPORTED BY THIRD PARTIES RESULTING IN INCONSISTENT TECH SUPPORT

IMPACT 23

Exatouch
vs.
Retail POS

WHAT ARE RETAIL MERCHANT'S PRIORITIES?

32%
4 Omnichannel capabilities (i.e., BOPIS)

36%
3 Add/enhance OMS integration

POS PRIORITIES

60%
1 POS software upgrade/ replacement

44%
2 Mobile POS implementation /enhancements

44%
2 POS hardware upgrade/ replacement

Respondents to a 2022 survey from Retail Consulting Partners said upgrading or replacing their POS software was their top concern (60%), followed by upgrading or replacing their POS hardware (44%).

IMPACT 23

SOURCE: Retail Consulting Partners

Fit Small Business

WHO ARE THE EXATOUCH RETAIL POS COMPETITORS?

The main players we will be discussing today include…

Square   lightspeed   clover

Focusing on specific retail merchants with Exatouch POS has proven to lead to overwhelming success for agents.

IMPACT 23

RETAIL: EXATOUCH POS VS. SQUARE POS

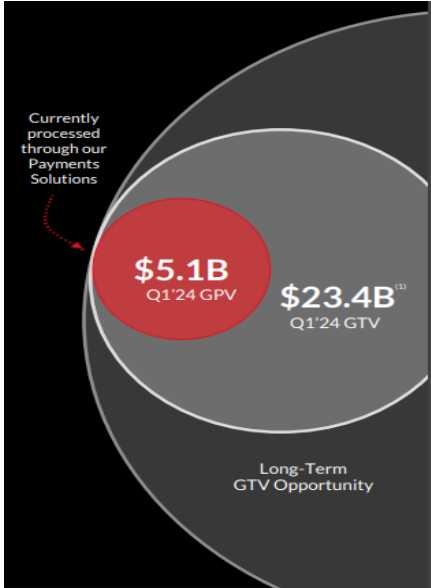|	**EXATOUCH®**	**Square**
Monthly Fees	$39 per License	$60 per License
Hardware Fees	$0 to $1,499+ per Bundle	$0 to $1,479+ per Bundle
Software Features	No Additional Cost	Per Feature / App
Support	U.S. Based / Focused Group	Limited Hours / DIY
Warranty	3 Year	2 Year for Register
Corp. Ownership	Private	Public with Investors
Merchant Fit	Focused with any volume	<$5000 a month
Merchant Cash Advances	Various Partners	Bound to Square
Hardware Screen Size	Larger 15.6" Screen	Smaller 13" Screen

Square POS processing fees are more complicated than you think. It's not as simple as one flat rate. Like with most competitors, fees for procesing, hardware and apps can get out of hand quickly

DID YOU KNOW?

IMPACT 23

RETAIL: EXATOUCH POS VS. LIGHTSPEED POS

	EXATOUCH®	**lightspeed**
Monthly Fees	$39 per License	$69 to $269+ per License
Hardware Fees	$0 to $1,499 per Bundle	$1,475 per Bundle
Software Features	No Additional Cost	Per App / Feature
Support	U.S. Based / Focused Group	Varying Reports
Contract	Month to Month	Based on Pricing Plans
Corp. Ownership	Private	Public based in Canada
Merchant Fit	Smaller Merchants	Larger Merchants
Hardware Warranty	3 Year	1 Year

Currently processed through our Payments Solutions

$5.1B
Q1'24 GPV

$23.4B [1]
Q1'24 GTV

Long-Term GTV Opportunity

- Lightspeed POS First Quarter Financial Results

IMPACT 23

RETAIL: EXATOUCH POS VS. CLOVER POS

	EXATOUCH	clover
Monthly Fees	$39 per License	$50 to $90 per License
Hardware Fees	$1,499 per Bundle	$1,574 to $1,849 per Bundle
Software Features	No Additional Cost	Per App
Support	U.S. Based / Focused Group	Varying Reports / Offshore?
Contract	Month to Month	Depends on Reseller
Operating Systems	Win 10 / Latest Win 11	Android 4.6 /Latest Android 13
Software Focus	Retail and Restaurant	Restaurant / QSR
Retail Peripherals	Large variety of Peripherals	Lack of Options

NEWS UPDATE

Did you know that Clover POS has increased their monthly subscription pricing multiple times in the last few years?

IMPACT 23

What has your Competitive Sales Experience been like?