

Where Exatouch® is a Good Fit and Why

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Overview of Topics

- Knowing What You Have in Your EPI Briefcase
- Understanding Your Path – Where to Go, Who to Target
- Verticals to Target and Why
- Verticals to Avoid and Why
- Best Practices

EPI Tools of the Trade

- Exatouch® and the Four Pillars of POS
 - Hardware
 - Software
 - Services
 - Support
- Clover®
- Terminals and VAR Sheets
- ProCharge®
- Datacap



EXATOUCH® POS Pricing Options:



PURCHASE

- \$1499 Shipping Per Bundle
- \$39 Ongoing Monthly
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support

PLACEMENT

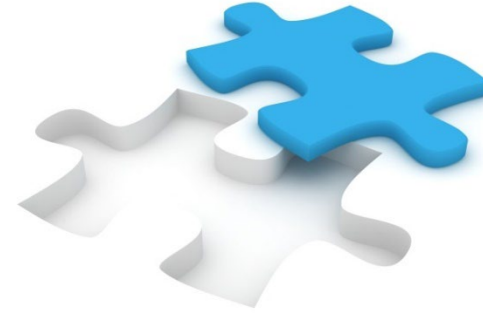
- \$89 a month for Hardware and Software
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support
- 36 Month Term

TARGETED VERTICALS

- Free Hardware
- \$39 Ongoing Monthly
- 3YR Warranty
- Training/Install
- Product Success
- 24/7 U.S.-Based Support

- ✓ Affordable
- ✓ No Barrier to Entry
- ✓ Long Term Value

GO HERE, NOT THERE!!!



YES:

RETAIL:

Liquor/Convenience/Butcher
C-Stores/Tobacco/Gift/General

QSR:

All forms

Restaurant:

Family Dining/Fast Casual

NO:

DRY Cleaners

Bridal Businesses

High End Clothing/Suit Businesses

Salons

Businesses Needing Five + Systems



C-Stores and EXATOUCH

- ✓ Dual Purpose POS
- ✓ Payouts, Lotto, and More!
- ✓ Scan Data
- ✓ Custom Hot Keys
- ✓ EBT Acceptance
- ✓ Age Verification
- ✓ And So Much More!



Liquor Stores are a Perfect Target for Exatouch

- ✓ Shelf Tag & Dual Pricing
- ✓ Age Verification
- ✓ Inventory Control
- ✓ Customer Facing Display
- ✓ Bottle Deposits
- ✓ And So Much More!



☐ Print On Report Printer

Starting Position: 1

Print On Label Printer

☐ Shelf Label

☒ Shelf Label Dual Price

☐ Split Label

☐ Clothing Tag

☐ Jewelry Tag

2.25"W x 1.25"L
2 1/4"W x 1 1/4"L

Item Name

0 12345 67890 5

List Price Cash Price

\$999.99 \$999.99

Cancel Print

QSRs are a Perfect Target for Exatouch

- ✓ Hot-Keys to Speed Checkout
- ✓ Interactive Customer Facing Display (CFD)
- ✓ Kitchen Display System
- ✓ Pizza/Delivery Management
- ✓ Online Ordering
- ✓ And More!

EXATOUCH

Order #:

New

Staff: Amalia B

September 26, 1 07:32am

Qty	Description	List Price	Cash Price
1	Bud light	\$ 4.16	\$ 4.00
1	Pacifico	\$ 7.02	\$ 6.75
1	Sol	\$ 6.76	\$ 6.50
1	Corona Light	\$ 7.02	\$ 6.75
1	Corona Extra	\$ 7.02	\$ 6.75
1	Tecate	\$ 6.76	\$ 6.50

Total

List Price

Cash Price

\$ 40.79

\$ 39.31



Med Cheese

Made with fresh made dough, imported Italian tomatoes, grande mozzarella and E.V.O.O.

\$12.00

Option

☐ Candian Bacon

Amount?

☐ Green Peppers

Amount?

☐ Hamburger

Amount?

☐ Mushrooms

Amount?

☐ Olives

Amount?

☐ Onions

Amount?

☐ Pepperoni

Amount?

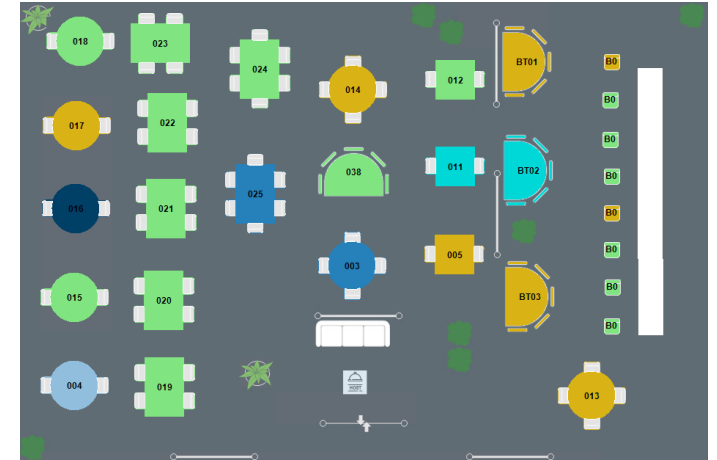
☐ Pineapple

Amount?

Optional Modifiers For:Med Cheese				
Whole	Hold	Candian Bacon	Green Peppers	Hamburger
Left Half	Add \$0.00	Mushrooms	Olives	Onions
Right Half	Extra \$0.00	Pepperoni	Pineapple	Sausage
All Modifiers	Lite \$0.00			
Special Instructions	No \$0.00			
	Double \$2.00			
	Side \$0.00			

Table Service Restaurants and Bars

- ✓ Table Layout, Tabs by Name, Pre-Auths
- ✓ Tableside ordering with MS Surface GO
- ✓ Pay at the Table with the PAX A920
- ✓ Detailed Menu Reporting
- ✓ Online Ordering
- ✓ And More!



Exatouch Best Practices

- ✓ Measure Twice, Cut Once
- ✓ Demo Team to the Rescue!
- ✓ Pre-Demo Qualification
- ✓ Join the Demo!
- ✓ Let the Demo Team be the “Bad Guy”
- ✓ Know the Motivating Factors



Thank you!!



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