

WINE, BEER & SPIRITS FOR RETAIL DECISION MAKERS

BeverageDynamics

2018 SPECIAL EDITION #1



IN-STORE TECH

THIRD-PARTY
PARTNERSHIPS

ANNUAL

TECHNOLOGY **GUIDE**





CHOOSING WISELY

Welcome to the 2018 *Beverage Dynamics* Technology Guide, our second annual installment of this new feature.

The goal for this resource is to assist beverage alcohol retailers with making the best possible decisions with technology investments. We hope this is a guide worth reading and keeping around as a reference tool – and perhaps sharing with colleagues.

Technology, of course, remains a critical component of business. Computers and digital software now run your store through point-of-sale and inventory software; connect with your customers through relationship management systems and customer databases; and have become a secondary storefront via websites and apps that sell and even ship directly to consumers.

For retail tech, the future is now. The potential to improve your business through digital investment has never been higher. But to maximize these gains, retailers must make the right decisions about which companies, services and trends are worth their time and investment.

Hence the value in our annual guide. In these pages you will find educational feature articles, plus a comprehensive buyer's guide.

Annelise Kelly writes in her feature, "Technology Partnerships Lift Sales and Improve Customer Experience," about finding the right tech company to work with. What company is the ideal fit for your business? What are your pain points? What are your goals? Whatever you need, there is now a bevy of options out there. Do your research, select wisely, and your business will be rewarded with growth and customer satisfaction.

In her feature, "Embracing Technological Advancements," Maura Keller explores the latest innovations and how retailers can leverage them for growth. These new technologies allow businesses to address pain points, while also connecting with consumers who increasingly experience commerce in the digital world. Retailers who take time to invest in the right tech – and realize its full capability – can enjoy a competitive advantage.

In our 2018 Tech Buyer's Guide, we provide information about 100 providers of critical services, including POS hardware and software, customer loyalty programs, digital marketing, direct delivery, website creation and e-commerce. These companies are top tier, capable of providing you with tech that can benefit your bottom line.

We believe this guide and its annual updates can be of great help to you. Read through its pages and keep an eye on BeverageDynamics.com and our e-newsletter for future guides and standalone issues that contain the content you need to run the most profitable and efficient retail operation possible.

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EMBRACING TECHNOLOGICAL ADVANCEMENTS

Having trouble keeping track of inventory? Wishing you knew which hours were the most profitable? Looking for an easier way to streamline complicated orders? POS systems and other technology are making life a whole lot easier for beverage retailers across the nation.

In fact, technological advancements in this industry are now seen as a competitive advantage, with beverage retailers of all sizes reordering their priorities and re-examining their processes with a single goal in mind: embracing the next big thing.

CONTINUOUS EVOLUTION

Beverage retailers and industry experts agree that there has been a recent renaissance of sorts in retail technology in the last 10 years compared to previous decades.

As Puray Patel, owner of Village Liquor in Houston, Texas explains, the boom of e-commerce has threatened conventional brick-and-mortar retail. As a result, solutions have been developed to make offline retailers more competitive. Cloud-based POS, on-demand delivery and multichannel ecommerce platforms are just a few of the innovations now embraced

by the industry.

Dick Calio, retail consultant at R.J. Calio Consulting, says the biggest initiatives that have evolved over the last decade are the digital connection to customers, the merging of online and in-store experience and “software as a service” options.

“The best indicators for emerging technologies and the newest trends in retail processes are Apple and Whole Foods stores,” Calio says. “The expectation is that Whole Foods will be the test lab for Amazon to find innovative ways of connecting to their customers.

The new frontier is the use of Alexa to control the ‘voice’ economy. The independent retailer doesn’t have the financial or people resources that either of these companies have to embrace new technology, but they can gain tremendous insight to what’s new and trending.”

60%

OF CONSUMERS BETWEEN
THE AGE OF 24 AND 25 USE
THEIR MOBILE DEVICE AS
THEIR PRIME SOURCE OF
PRODUCT INFORMATION
AND DEALS

As Calio explains, the proverbial “elephant in the room” that is taking a big chunk of technology budgets is system security, which also includes credit card compliance.

“The two assets that retailers have to manage to survive and grow are in-



ventory and customers,” Calio says. “Any consideration for investing in new technology should be focused on these assets.”

For inventory, Calio believes in top-down management using Key Performance Indicators (KPIs) and dashboards that provide alerts on a range of inventory issues at a glance.

“Retailers don’t have the time to pour over data to find problems,” Calio says. “They need actionable information quickly and succinctly.”

Managing the customer asset is a bit more problematic because of the restrictions imposed at the state level that govern how beverage retailers - specifically liquor stores - can market to their customers.

“The best use of social media and digital marketing is to leverage the customer’s purchase history to provide information and offers based on their preferences,” Calio says. “The key factor is that over 60% of consumers between the age of 24 and 45 use their mobile device as their prime source of product information and deals. The most cost-effective way of communicating with them is on their smartphones with product information, coupons and pricing information.”

KEY CONSIDERATIONS

When Patel evaluates the technology solutions he needs for his store, he always starts with the “pain point” first. What is a problem for the store or its customers?

“Every business is different and every business has different problems. There are all kinds of solutions that may make a lot of sense, but if it’s not addressing a real problem for us, we move along,” Patel says.

Patel and his team also look for solutions that add value, either by making the store more efficient or making the customer experience better.

“Tech is only good if it is being used correctly and it is consistent,” he says. In that regard, he always looks for products that are intuitive and easy to use, from companies that provide speedy customer service when things go wrong.

Calio says all retailers who are considering investing in new

systems or technology should follow this simple six-step process:

- Calculate the return on the investment you are considering
- Develop an implementation plan with dates and people assigned to specific tasks
- Have a blueprint on how you are going to utilize the new technology
- Involve your key people. Their buy-in is essential to the success of the project
- Schedule monthly meetings to verify your investment is meeting its goals
- Be patient—modify and adjust as necessary

“Once the determination is made on the budget and the process for implementation, the next step is to contact potential vendors for the solution,” he adds. “I recommend contacting at least three vendors and ask for a written response, include a ballpark estimate of the cost. And get references that include two new customers.”

According to Tom Shay, consultant with Profits Plus, the first question to ask is why a retailer is updating.

“The retailer should be guided by determining what they will do differently with the new system and ask themselves if they have the discipline to put the time and effort into using the new system to gather information,” Shay says.

Ernie DiBenedetto, vice president of sales at Fintech, agrees that the root of all decisions to purchase tech solutions, and even non-tech solutions for that matter, is in the solution’s ability to save the retailer time, money or effort.

“In today’s day and age, the margin of error for running successful retail operation is quickly diminishing,” DiBenedetto says. “Retailers must be able to quickly and accurately determine how a tech product is going to improve their operation or drive more profit to the bottom line before they make a long-term commitment or financial investment in new tech solutions.”

Fintech services over 3,500 alcohol distributors and manages over 510,000 business relationships between alcohol retailers and distributors. Fintech processes over 600,000 alcohol invoices weekly, representing \$27 billion in transactions annually.

“When shopping for a tech company, it’s important to seek out a company that has demonstrated an unquestionable dominance in the marketplace,” DiBenedetto says. “Whether it’s from a market share position or from a ‘disruption in the industry’ position, it’s important to know who is setting the standards, or who is outperforming the pack.”

MISTAKES TO AVOID

Often, the single biggest mistake DiBenedetto sees many retailers make is not having a complete understanding of what it can and cannot do for their business.

“Ensuring that our clients are reaping the benefits of the functionality we deliver, which they pay for, is an important part of what we do,” DiBenedetto says. “If we cannot offer our clients value, then we are the wrong product for them. If we lose a client solely based on the client not understanding our value, then it is our fault.”

When evaluating other retailers and their technological prowess (or lack thereof), Patel sees many retailers in the Houston area giving up and switching services often.

“Also, many people will come up with workarounds when



“WHEN YOU SHOP ONLINE YOUR **PURCHASES ARE TRACKED**. THE NEXT TIME YOU VISIT THE SITE, **SUGGESTIONS ARE MADE** BASED ON YOUR PREVIOUS ORDER.”

– Puray Patel, owner of Village Liquor

Read what some awesome retailers are doing and decide if you would like to do that in your business. If so, what information do you need to make that happen?”

Shaina Jones, store manager at Sodie’s Wines & Spirits in Fort Smith, Arkansas, say a very common mistake that retailers make is choosing the cheaper option.

“Retailers typically stick with what they do know to be efficient, without researching other options that could benefit them more in terms of the cost/benefits,” Jones says. “Regardless of cost, go with what is going to help your business in the long run.”

FULL SPEED AHEAD

As more and more business add vehicles to drive consumer traffic, hardware inside the store will continue to shrink. As DiBenedetto explains, more consumers want to purchase their products today in a more convenient manner. Uber Eats, Grub Hub, Amazon Prime, Whole Foods and Wal-Mart pick-up are all examples of how consumer engagement has changed outside the four walls of the business. “The mobile device of the consumer will continue to erode the need for a point-of-sale terminal in the store,” DiBenedetto says.

With all that has changed over the years, it’s easy to forget that we aren’t too far from the era of walking the aisle with pen and paper to manually write an order or scan products. Patel believes that technology will become significantly better for customer experience in store.

“When you shop online your purchases are tracked. The next time you visit the site, suggestions are made based on your previous order,” Patel says. “I think these features will begin to make their way in-store. Point-of-sale, loyalty, in-aisle marketing, email and social media marketing will be integrated. The custom experience you feel when you shop on Amazon will be translated into retail.”

With the retailers Shay visits, the issue is about not the cutting edge of technology. Rather it is about retailers learning to discipline themselves to use what they think they need from a technology system.

“No one can use all the information the system can produce,” Shay says. “I think we need more catching up with utilization instead of worrying how much further we can evolve.” BD

MAURA KELLER is a Minneapolis-based writer and editor. She writes for dozens of publications on a variety of business-related topics. When not writing, Maura serves as executive director of the literacy nonprofit, *Read Indeed*.

something doesn’t seem to be working,” Patel says. “In our experience, if you take the time to learn to use products the way they were intended, you will get the most value out of it. Nine out of 10 times it’s user error, not the product.”

Calio says the most common mistake he sees retailers make when it comes to technology is shortcutting the process and making an ill-informed decision.

“The second most common mistake is not following a detailed implantation plan to ensure you get a return on your investment,” he says. “If you can’t calculate a return on your investment and don’t have a well thought out utilization strategy, don’t invest in any new technology until you do. You don’t need to be the first to embrace a new technology, you just need to be good at utilizing the technology you have embraced.”

As Shay explains, the most important consideration retailers need to make is buying only what they are going to use to make decisions. We are told as humans we use only 10% of the brain. Our usage of in-store technology likely parallels that number. How much of all that technology do you really use? And with all the information the technology can give you, how many decisions are you making with that information?

“What would you like to know about your business? What changes would you consider and what information do you need to make those decisions?” Shay says. “Read some books on retailing.

TECHNOLOGY PARTNERSHIPS LIFT SALES AND IMPROVE CUSTOMER EXPERIENCE

BY ANNELISE KELLY

Technology solutions are increasingly critical in the brave new world of twenty-first century off-premise retailing.

“A lot of big national players are expanding into what was once the domain of smaller independent retailers,” says Brad Rosen, CEO of Drync. “For the first time, these smaller retailers need to become more competitive and more efficient to survive.”

Historically, alcohol retailing was exclusively onsite and in-person, but that’s changing. “Consumers expect to be able to shop omnichannel, to buy liquor from phones and laptops, because they’re doing that in every other aspect of their life,” reports Bryan Goodwin, senior vice president of Drizly.

Technology partnerships are crucial to meeting today’s customer demands and competitive challenges, but it’s a crowded and complicated arena. How can a busy retailer sift through all the options and choose a solution that saves time and headaches instead of compounding them? We spoke to insiders on both sides of these partnerships for their insights.

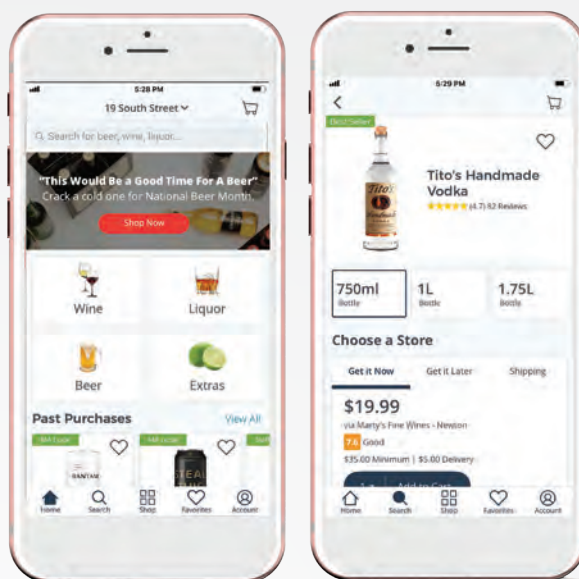
TECHNOLOGY PARTNERS ABOUND

BevDeals, launched in June 2018, is an online marketing and sales platform which streamlines the relationship between suppliers, distributors, retailers and restaurants. Founder Bjoern Lanwer explains that all three tiers benefit from a single central platform. Shops and restaurants access deals from multiple distributors, they can place all their orders simultaneously 24-7 and they can chat online with reps.

“The platform puts the power of time back in their pockets,” Lanwer says. “They always see the best deals, so they can make an educated decision, instead of under pressure when the reps come in. They can plan much better.” Centralized data also improves cash analysis.

Breinify is an engine solution that analyzes consumer data via AI (artificial intelligence) and machine learning. “We predict what their customers will be interested in, and we act on it by sending individualized email, SMS or push notifications on an app,” says CEO Diane Keng. Messages are further leveraged by integrating weather, local sports, holidays and events such as World Whiskey Day.

“We help automate it so there’s no work from the marketers’ side to get these really personalized engagements sent out to customers to increase the frequency they come in,” she says. “You’re not spamming your users with excess emails, you’re sending them



Drizly's mobile platform.

something relevant they’re happy to get.”

LibDib was launched in 2017 to give small craft beverage makers a more level playing field. “We’re providing access to a marketplace where typically the wholesaler is gatekeeper,” says Cheryl Durzy, CEO and founder. Wholesalers often reject small makers due to low volume, but “my belief is consumers are evolving. They seek authenticity and smaller, local, family-owned producers.” The rich platform has content contributed by the maker, and enables consumers to contact makers directly. Retailers register for free accounts and can still use other distributors.

3X3 insights is another 2017 launch. “We’re trying to help the beverage alcohol retailer not go the way of the bookstore,” offers CEO Mike Provance. “Smaller retailers struggle with data, so we’re collecting that data at a basket level of transaction, empowering the small stores to have the same category management as the megastores and online businesses.”

After 16 years in the credit card processing business, Merchant Preferred saw a need and filled it in 2017. Merchant Preferred Zero makes it seamless for stores to effectively offer a cash discount, thereby “immediately avoiding anywhere from \$25K to \$100K in annual fees for a small- to medium-sized store,” says co-owner Todd Odasz. For a flat monthly fee, the company provides signage and reporting, and maintain PCI compliance.

Legacy tech players in the alcohol beverage industry are also going strong. Drync, launched in 2008 as a wine app, pivoted to B2B in 2015, providing a mobile commerce platform for liquor stores. “We make white label apps for medium to large beverage retailers,” says CEO Rosen. Branded apps not only enable clients to fulfill the omnichannel promise, but also enables Drync to “collect data, and wrap it up in actionable insights so you can buy better, you can differentiate and your



customers will get a personalized buying experience.”

WineFetch still builds websites for wine merchants, with the added value of integrating “your email list, your POS system and your inventory,” says Matt Rosen, VP of sales. “For example, our newsletter engine ties into your inventory.” The targeted marketing tools enable easy customer segmentation. “If you send ten emails a month and nine of them don’t apply, the customer will tune you out - or worse yet, unsubscribe. If you’re sending something of value, people don’t mind hearing from you. Your open rates will be 40 percent or more.”

Drizly is “the world’s largest alcohol marketplace,” Goodwin says. For stores, “we are their seamless turnkey ecommerce solution. We’ve brought retailers from initial conversation to live on our platform in as little as one day. They get higher basket sizes and access to more customers and to our tools such as data insights and online inventory,” he adds

RETAILERS’ PERSPECTIVE

With such a wealth of digital solutions to choose from, how can you make the right choice when investing in a tech partnership? We asked retailers from around the country to weigh in.

Tamara Pattison, chief marketing and information officer at Bev Mo, advises to “start your journey with the problem you’re trying to solve, then look at how other retailers or people in adjacent industries are approaching that problem, what technical or other tools are they using, to narrow down the potential group of vendors or technologies to investigate. We come at it from a solution-oriented approach. Ask what customer or associate problem you’re trying to solve.” Bev Mo is focusing on AI and machine learning for both customer-facing and back office applications.

“We’re continuing to look at what we learn in one application and ask how those learnings can be applied in other aspects of our business,” she says. In digital communications, “we’re focusing on personalization. It’s been enormously beneficial. Telling them a story that is rooted in their personal purchase history with us has generated greater engagement, larger basket sizes and opportunities for customers to trade up, putting them in a more premium tier.”

“Everyone does it differently. For us it’s research and referrals,” maintains Purav Patel, owner of Village Liquor in Houston, Texas. “We look for a lot of customer feedback from people who’ve gone through the selection process. Sometimes owners are reluctant to reach out to competitors, but most people are helpful when they’re not a direct competitor. You’ll get better feedback from peers than vendors. We’re always happy to talk to other businesses wondering about the best solution. Really focus on what’s going to drive value, on making life better in the store, on what makes you happier and more profitable at the end of the day.”

Andrew Byer, manager of Tri-State Liquors in Claymont, Delaware agrees. “Go out and talk to other retailers.” He affirms that “ecommerce is way to go. People like to be on their phones, they got used to ordering with one click. “Tri-State has touchscreens on the shelves with recipes, in-store specials and event announcements, and finds great value in list segmentation and Google Analytics.

“The important thing is to find something that frees up time to sell, and gives you reliable info,” suggests owner Matt Mell at Church Street Wine Shoppe in Huntsville, Alabama. “You need a



“GUESTS SIMPLY SCAN THE BOTTLE AND GET INFO, PRICING, TASTING NOTES AND A LITTLE BIT OF HISTORY.”

– Brian Johnson, Tin Woodman’s Flask

quick turnaround; one place for information and availability, not six different places. It’s got to be extremely accurate, in real time. There’s no point if the information is three days old and doesn’t reflect availability.”

Brian Jobin, general manager at Tin Woodman’s Flask in Chittenango, New York, emphasizes that retailers need to look at what fits their environment, their shop, their demographic. “Tech is not embraced by everyone,” he says. Tin Woodman’s has interactive kiosks.

“Guests simply scan the bottle and get info, pricing, tasting notes and a little bit of history,” he says. “It’s a valuable addition to guest experience, especially if they don’t have the wine/spirits knowledge.” He utilizes the Wine Ring application, enabling patrons to create a database of wines they’ve tasted. Based on their likes and dislikes, WineRing suggests options.

On the whole, he believes “those tools have been very helpful in creating a more educated guest, who feels more comfortable with their purchases and understands more about the products.”

Overall, retailers value streamlined technology which simplifies their workday. They recognize that competing in the virtual marketplace is essential, and that segmented, personalized, marketing efforts are key to growing customer loyalty. BD

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PHOTO: GETTY IMAGES/ANDREW HARRIS

THE 2018 TECHNOLOGY BUYER'S GUIDE

Get the Right Tech for Your Store

Technology remains crucial for alcohol retailers in 2018. Especially as large threats emerge like Big Box chains and Amazon. Smaller stores can utilize tech to grow business, increase digital footprints, enhance customer service and improve everyday commerce and performance.

But there are so many technology providers and services available. How can you determine which are the right match for you and your business?

That's why *Beverage Dynamics* has brought back its annual Technology Buyer's Guide, now for the second year.

This list of companies and services is an expansion of our former Point of Sale (POS) guide, and now includes e-commerce, analytics, Customer Relationship Management (CRM) and digital delivery apps.

The 2018 edition of the guide is broken down into four sections: POS and Analytics, Ecommerce, Loyalty and Communications Programs, and Digital Delivery Apps. We hope you find this document useful enough to keep around for reference, or share with other business professionals in need of advice and contacts for new tech.

→ POS AND ANALYTICS

3X3 INSIGHTS

3×3 DataBar can discover basket trends, track promotional impact, monitor your local market and give actionable insights about your business to deliver a personalized shopping experience. Databar delivers insights about customers that helps you merchandise more accurately, personalize offers to customers and keep your business growing.

ACCUPOS

Specializing in end-to-end integration, AccuPOS allows a business to view and manage sales and inventory details within the widely used accounting packages QuickBooks and Sage.

ACME

Their system and equipment is designed specifically for on-premise retail. ACME software subscriptions include unlimited training and support for all things having to do with installation, configuration and use of Acme.

ATLANTIC SYSTEMS INC.

The company provides complete systems including hardware, software, installation, training and long-term support. Its Spirits 2000 system is a complete package of software aimed at retail locations which takes care of everything from entering in new SKUs, to ringing up customers, to accounting and inventory management.

BINDO

A cloud-based iPad POS system designed to be an all-in-one solution for brick-and-mortar businesses. E-commerce integration, customization options, mobile payments and 24/7 customer support.

BREINIFY

Breify predicts an individual's upcoming interests and preferences based on impacts of weather, events and holidays to drive spur-of-the-moment purchases.

CAP SOFTWARE

Provides POS, automatic inventory tracking, age verification, keg deposit tracking, easy wholesale billing, wholesale account management, mix-and-match and promo pricing, customizable interface, reporting tools, Quickbooks accounting link, integrated video surveillance, customer purchase history and marketing tools and secure, integrated credit, debit, gift and loyalty card processing.

CASHIER LIVE

POS software that works with a wide variety of standard POS hardware and peripherals like receipt printers, cash drawers and more. Integrated credit card processing offers low rates and supports EMV chip cards. Full-featured inventory management capabilities.

CLOVER

Lets you accept credit cards, EMV chip and contactless payments from customers, safely and securely, and has a mix of POS hardware and software to match specific needs. From the company FirstData.

DRYNC

Drync builds POS-integrated "white label" apps for liquor retailers that enable their customers to search and browse inventory, scan products, access millions of reviews and products, track favorites and purchase instantly from their phones.

EDGEPOS

All-in-one POS system. Online ordering, gift and loyalty cards, payroll services, digital menu boards, inventory tracking, web monitoring via Dashboard, accounting and Quickbooks, plus real-time reporting.

EPOS

All-inclusive POS system. Staff can be trained in 15 minutes, the system can be accessed from anywhere to monitor and report in real time. Use stand-alone, or connect to hundreds of applications including payment systems, online ordering platforms, CRM and accounting systems.

ERPLY

Focused on small/medium size business, this software brings the power and functionality of a traditional POS system to a handheld device, giving your business that professional feel without the professional cost. All POS transaction data entered into the App will automatically be synchronized in real time with your ERPLY account, leaving all of your books and reports accurate 100% of the time.

FIRSTDATA

Offers a wide range of point-of-sale terminals as well as complete POS systems. Payroll and tax management, competitive sales tracking and inventory management, credit card processing and other payment solutions

FRANPOS

All-in-one POS app. This is the new name for the old brand iConnect. Franpos has a number of built-in features that streamline inventory management. Use the Franpos inventory scanner to quickly receive and reconcile your stock. View dozens of customizable reports, and set up low product alerts.

GOSPOTCHECK

GoSpotCheck manages execution through a configurable form builder, task distribution and customizable reporting. In GoSpotCheck's reporting dashboard, analyze real-time data to track progress, performance and field activity. Access to operational intelligence empowers companies to initiate action and achieve results.

HARBORTOUCH

Harbortouch offers both a touchscreen point-of-sale system to retailers and also provides merchant services such as credit/

debit and gift-card processing. The POS system and all technical support is provided to retailers free of charge: Harbortouch's cost to retailers is a merchant processing fee collected during credit card transactions.

KEYSTROKE

A sales management and inventory control POS system offering reporting and employee management tools.

LIGHTSPEED

Lightspeed is a cloud-based POS system for small-to-medium retailers. The system can be outfitted to use iPads and iPod Touches as registers.

LIVEPOS

Robust cloud-based POS system capable of working in multiple locations and even across entire franchises. Manager inventory, customers, employees and much more across multiple outlets with a click of the mouse. Create specific Access Levels for your store managers, employees and even your accountant.

MERCHANT PREFERRED ZERO

Finally, the business owner decides who pays for using a credit card in their business! MP Zero is a merchant credit card processing program that eliminates card processing fees by having a 0.00% processing rate. Process an unlimited amount of credit card sales for a very low, flat monthly fee of \$35.

URL: www.mpzero.net

Contact: 845-406-9665



THE MERCHANT SOLUTIONS

Supplies solutions and technology to handle credit card, debit card, EBT, gift card, ATM and check acceptance. New features recently added to their POS system include digital signage and online ordering.

MICROSOFT DYNAMICS

Optimize your financials and operations to drive growth and make real-time, data-driven decisions, all with this enterprise business software application. Cloud-connected.

MPOWER BEVERAGE

POS software designed specifically for liquor stores of all sizes. They sell their mPower Beverage system directly to all of their liquor-store customers without the use of re-sellers.

NCR CORPORATION

Provides solutions encompassing software, hardware, services and expert consultation to almost every kind of retail business.

NETSUITE

Netsuite is a cloud-based, multi-channel retail management system that integrates POS, ecommerce, CRM and marketing, merchandising, warehouse management and finances.

NCR SILVER

Their bundle package, Total by NCR Silver, includes all hardware, software and service needed for a total POS system. Cloud-based iPad system.

POSGUYS

Complete POS system that offers different packages tailored towards small, mid-sized or large businesses. All of their complete retail systems are fully customizable to meet the specific needs of your business.

RETAIL INFORMATION TECHNOLOGY ENTERPRISES (RITE)

A provider of Microsoft Dynamics Retail Management System, offering retail POS software, retail-hardened POS computer hardware, retail-hardened POS peripherals, software customizations and plug-ins, professional installation, training and ongoing support and maintenance.

RETAIL PRO

Retail management software designed for specialty retail with a feature-rich front POS, store operations and back-office applications with additional in-depth reporting and analytics.

SAGE

Sage North America specializes in business-management software and services for small- and mid-sized businesses.

SAP

From accounting and CRM to project management, run your business end-to-end on one secure cloud suite.

SHOPKEEP

Developed by a wine retailer, ShopKeep POS is a complete iPad point-of-sale (POS) system, hardware and software.

SQUARE FOR RETAIL

Square for Retail is a new set of integrated tools from Square, purpose-built for retail businesses. Get access to all Square Point of Sale features, plus a package of more-powerful tools.

SYSTEMS TECHNOLOGY GROUP

Partners with Toshiba in providing POS solutions, including POS hardware, POS software and services. Multiple integrated channels: the web, mobile, social media and phone as well.

TIGER POS

A POS software system designed by alcohol retailers specifically for alcohol retail. Each item can be purchased and sold by various pack sizes. Create relationships among singles, 6-packs, 12-packs and cases. They have developed a solution to sell and track mix-six packs. Reduce shrinkage with detailed exception reports by employees.

VEND

Vend is retail POS software, inventory management, ecommerce and customer loyalty for iPad, Mac and PC.

WINDWARD SOFTWARE

POS, accounting and inventory management software designed specifically for the liquor store and winery industries.

→ ECOMMERCE**ATLANTIC SYSTEMS INC.**

The company's Spirits Web Polling feature allows internet businesses to fully automate the ability to upload products to websites and download orders directly into Spirits. Eliminating the need to manually enter online orders.

BIGCOMMERCE

Showcase brands and products on their responsive templates. Choose from high-converting online store themes designed especially for major ecommerce industries. Or create your website from scratch in their website builder program. An all-in-one marketing and e-commerce platform that includes SEO, tools to create eye-catching online stores, and more than 100 built-in marketing tools that make it easy to sell on mobile, Facebook and eBay.

BINDO

One-click setup instantly puts your products online and lets shoppers buy them via the Bindo Market app and website. Comprehensive yet easy-to-understand data across all devices. Sales summary reports. Income statement analysis. Side-by-side product comparison. Historical sales data comparison. Exportable spreadsheets

CASHIERLIVE

Integrated with BigCommerce. When you add BigCommerce to your Cashier Live account, inventory will transfer over with the push of a button.

CLOVER

Automatically connects with Clover POS. Clover Online offers a variety of professionally designed website templates.

DRYNC

Drync's mobile platform for beverage alcohol retailers allows them to have their own app, branded entirely to their store. Market freely to customers on mobile. Offer delivery on your terms

EDGEPOS

Allows you to accept credit cards and electronic checks from websites. Create a seamless customer experience on your website by offering more payment options, security features and easier integration.

EPOS

ePOS Now integrates with websites and online stores through their app store, which allows connections to hundreds of online services. Integration allows your website to stay synchronized with the ePOS Now Back Office, ensuring your online store is connected to your physical store.

ERPLY

Product management and inventory replenishment is done in one place. Receive orders from sales representatives, physical stores, phone sales, email, ecommerce channels to one centralized inventory management system. Keep inventory in sync across all channels.

FRANPOS

This is the new name for the brand iConnect. Their eCommerce solution is synced with your Franpos POS account, so customers can make purchases online and in-store. Inventory is automatically updated and synced to your account no matter where a sale is made.

HARBORTOUCH

Process transactions over the Internet using their secure payment gateway: Authorize.Net. This e-commerce solution integrates with your existing website.

LIGHTSPEED

Create your online store with marketing, design and sales tools. Customize your checkout.

THE MERCHANT SOLUTIONS

Process debit and credit card payments online in a secure, real-time environment. Compatible with many existing shopping carts, TMS payment gateway solution will authenticate customers in real-time, reducing the risk of fraudulent transactions.

MPOWER BEVERAGE

mPower Beverage's POS software open architecture provides the ability to integrate with new or existing e-commerce websites.

NCR CORPORATION

View online activity through the point-of-sale. Automatically manage your inventory. Enable the same promotions across channels.

NETSUITE

Rapidly create mobile, web and in-store experiences. From Oracle, powered by SuiteCommerce.

NCR SILVER

NCR Silver App takes mobile payments and features intuitive sales reporting, loyalty rewards and other business management options.

SAGE

Sage One enables you to manage business finances on your mobile device: iPhone, iPad or tablet. With Sage Live, you can use your tablet or smartphone to review flash reports and communicate with colleagues.

SELLR

A Sellr website puts your products at the forefront so customers can easily see what is available in your store. It includes features like content editor and page builder, latest modern code and design, custom branding and colors.

SHOPKEEP

Know your top-selling items, and which departments to expand, with detailed reporting on your digital devices.

SQUARE FOR RETAIL

With their website-building partners and APIs, you can build your online store and accept payments online through Square.

VEND

With one login, all of your reports are in one place, with seamless inventory syncing. Choose a website design from one of several themes on their growing Theme Store, designed with mobile and tablets in mind. Customize the look of your online store and add pages whenever you want.

WEEBLY

Build customizable websites through drag-and-drop. Sell online. Complete platform to manage inventory, track orders and handle taxes. Built-in marketing.

WINEFETCH

A fully customizable, SEO-friendly, PCI compliant, mobile-optimized, and secure e-commerce website. Secure checkout via Apple Pay.

WINDWARD SOFTWARE

A Windward e-commerce website has customizable e-cart software solutions. Software package that integrates your online and offline businesses.

→ LOYALTY AND COMMUNICATIONS PROGRAMS

ACCUPOS

From their website: "Make more money per customer by leveraging options such as loyalty point programs and seamless email collection & marketing."

BINDO

An integrated CRM system that updates real-time wherever, with one-click customer analytics comparisons. Customer directory. Feedback. Gift cards. Store credit. Reward programs. Analytics.

CAP SOFTWARE

Their SellWise Pro system includes marketing and e-mail data to help grow businesses, and loyalty, layaway, gift cards and more options to increase sales.

CASHIERLIVE

Keeps track of your loyal customer base so you can offer them discounts and promotions.

CLOVER

This FirstData product can create customer profiles and lists. See buying trends. Create promos and send them to specific customers or groups. Post offers to social media.

CONSTANT CONTACT

With Constant Contact, you can create email marketing and other online marketing campaigns.

DSMART

The DSMART SmartRegister system includes two monitors: a touchscreen monitor for the store owner/clerk and a large widescreen monitor facing the customer. The clerk enters each transaction, processes financial services and receives payment on one side. On the other screen, customers watch their transactions and at the same time see custom-designed ads based on their purchases and ads for services in their immediate surrounding areas. Promotional offers relating to the ads can be printed on the receipt at the end of each sale.

EDGEPOS

Automated marketing reminders to customers before, during and after the sale to generate more business. Messages are specifically tailored to address new customers, top customers and infrequent customers. Upload your coupon, specify targets, set time limits for redemption and BuyFi will distribute it to the right customer segments.

EPOS

Through the loyalty module provide customers with branded loyalty cards, allowing your customers to collect points for their purchases and receive preferential pricing, to encourage repeat business and drive brand loyalty and awareness.

ERPLY

Add new customers at POS to begin tracking; previous customer lists can be imported from legacy system. Create and track gift cards right in ERPLY, no third party software needed. Define loyalty-points rules and create promotional incentives. Send receipts, quotes or any other sales document directly to customers via email.

FRANPOS

This is the new name for the brand iConnect. Customers can sign into the customer display app using an account that is unique to your business. A fully customized experience allows you to tailor marketing and promotions to customers based on their behavior and preferences. Maintain an up-to-date customer database to help streamline marketing efforts.

HARBORTOUCH

Offers customized, full-color gift cards. Choose from a broad selection of professionally designed card templates or produce your own cards with custom artwork and images. An online interface allows you to select a template or upload your own image and then customize the cards according to your business requirements.

LIGHTSPEED

Engage in multi-channel marketing. Create email campaigns, allow customers to post reviews and integrate with Facebook.

LIVEPOS

Automatically collect and sort customer data. Integrates with MailChimp and Constant Contact for CRM email blasts.

MAILCHIMP

MailChimp provides marketing automation for e-commerce businesses. Send emails, connect your e-commerce store, advertise and build your brand.

MAIN STREET HUB

Social media marketing company specializing in helping local businesses by managing your presence on all the social networks your customers care about.

THE MERCHANT SOLUTIONS

End-to-end solution including loyalty program management, gift card production and customer service.

MPOWER BEVERAGE

Keep track of points or dollars spent. Give higher points to customers for different categories and departments. Provide rewards cards to customers to easily scan them into transactions.

NCR CORPORATION

Learn from customer behavior to understand what they'll be looking for in your store. Send a customer an offer via mobile, and remind them about it when they're in your store.

NCR SILVER

After your campaigns, you can view automated reports that include the performance of your marketing emails. NCR Silver also offers instant social sharing on Facebook and Twitter to save you time.

POSGUYS

Offers customizable gift-card printing.

SAGE

Sage CRM provides you with end-to-end visibility of your business and a single view of your customer. Create and execute targeted campaigns using information drawn from across your business.

SELLR

Scan a products UPC on this app to instantly promote content on your website, social media and in-store displays. Hundreds of thousands of products and descriptions already uploaded into its library.

SHOPKEEP

Email marketing: offer email receipts to your customers at check-out to increase your email list. Customize email receipts with your logo and trackable links to your social profiles. Advertise upcoming events and special offers.

SQUARE FOR RETAIL

Square automatically collects customer information to build a customer directory. Send email marketing campaigns, respond to feedback from customers and run your own customized loyalty program.

VEND

Switch on the customer loyalty feature and every qualifying purchase earns loyalty. New customers are automatically added into the program.

WEEBLY

Simplified email marketing that syncs with your site and store. Engage customers and promote your brand with emails you design and send in minutes.

WINEFETCH

Integrated marketing and promotional tools including an email newsletter engine, flexible promotion codes, event calendar and wine clubs. Data mining tools enable stores to send individualized offers to both in-store and online customers based on location and purchase history.

WINDWARD SOFTWARE

Windward's Retail System offers full compatibility for an integrated membership software program. Sell memberships to your customers at the POS to reward them accordingly.

→ DIGITAL DELIVERY APPS**DELIV**

Deliv is a Menlo Park-based, crowd-sourced, same-day delivery startup.

DELIVERY.COM

Delivers alcohol to 17 cities.

DRIZLY

An alcohol e-commerce platform operating in 95+ cities. Delivers wine, beer or liquor to customers' doors in under an hour. The nation's largest digital alcohol delivery service.

DRYNC

Drync's mobile POS platform for beverage alcohol retailers allows them to have their own app, branded entirely to their store. Market freely to customers on mobile. Offer delivery on your terms

MINIBAR

Minibar Delivery partners with stores to provide consumers with order wine, spirits, beer and more. Now in more than 35 U.S. markets, and partnered with 200 brands.

SAUCY

Saucey offers 30-minute alcohol delivery to Los Angeles, San Francisco, Chicago, San Diego, Sacramento and Oakland and shipping to most other states in the U.S.

STRONGWATER

Available in 30+ states, with 100,000+ users and 1,000+ participating stores.

SWILL

Guarantees delivery in under an hour. Currently in 11 cities.