



Compass

Reseller Program 2024

At the point of
streamlined business
growth and increased
profitability.



Partners For Success

Engage with apg® throughout the partnership life cycle from training, integration to sales and support. The Compass Reseller Program can help you reach company goals, enabling you to:



Participate in our lucrative rebate program offering you cash back on your purchases



Secure consistent performance on environment-specific product with the industry's lowest out of box failure



Expand your market potential with new technology addressing customer pain points and verticals



Diversify your portfolio to create new streams of revenue and increase sales through positive word-of-mouth experiences



Protect your brand with a company that ensures trust at every point; offering product reliability and channel commitment



Find the products that are right for your business with apg® as your full-line, best-in-class partner



about apg®

We believe that brick and mortar retail connects people to their community, to each other, and drives business success. apg® strengthens the vitality of every retail and hospitality provider worldwide by harnessing our unique expertise to fortify your success.

Our world leading PoS solutions, customer-focused team, and life- long partner relationships solidify our guiding principle: you can trust apg® at every point.

6+ Million
Cash Drawers
Shipped

90
Countries Shipped
To Worldwide

11
Locations Providing
Global Support

99+%
Shipment Accuracy



Improve Your Profits and Business Growth

apg®'s Top Ten Value-added Services

With a strong partner, you could redirect the energy you're spending on damage control to doing what you do best: getting great customers reliable products in a timely manner. We're constantly leveraging resources, improving processes, and creating opportunities so we can support you at every point of this journey. Below you can find ten value-added resources we're proud to offer in our partner program.

1

Volume-based rebate strategy protects your brand's product positioning

6

Domestic Vendor Managed Inventory (VMI) reduces lead times

2

'One stop' shopping experience satisfying an expansive range of cash management solutions

7

Marketing content, imagery, promotion, and support that amplifies sales efforts

3

Continuous hardware validation by product class assures product performance and reliability

8

Channel-centric sales philosophy ensures apg will always be your partner and not your competition

4

Flexible manufacturing capacity enables quick action on short lead time requests

9

Proactive compliance audits ensure products adhere to regulatory requirements

5

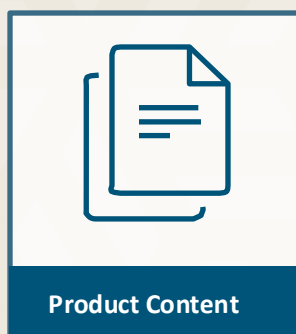
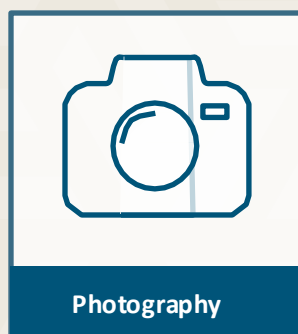
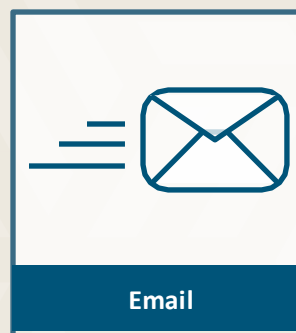
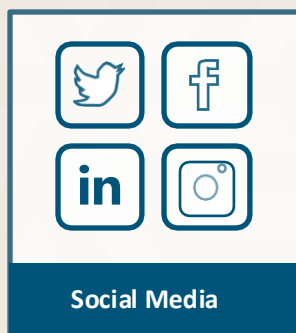
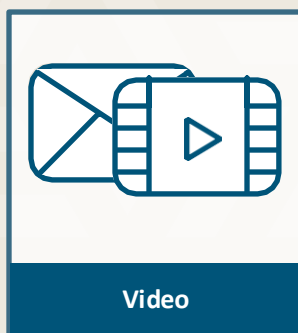
24/7 customer service support that covers you around the clock

10

Reputable shipment accuracy and on-time delivery record gives you a predictable purchase journey

Value Added Resources

As an APG partner, you have access to a portfolio of product training and sales enablement. Partners are offered co-branded, multi-touch marketing programs for your business. Professionally designed to accelerate face-to-face selling opportunities with key prospect accounts, these programs are customized for your business. The marketing programs include emails, landing pages, webinars, social media postings, video card mailer for appointments and additional touch points depending on the strategy of your program.



**Ask Your apg Channel
Contact For More
Information**

Sales Tools

apg works with partners to create a suite of customized tools designed to support your sales efforts.



Collateral

apg® offers partners custom developed sales collateral to help accelerate selling efforts. Examples of co-branded collateral available to your sales team:

- Case Studies
- White Papers
- eBooks
- Custom Brochures
- Guest Blog Opportunities
- Joint Press Releases
- Video Card Mailers



Presentations

apg® provides partners with co-branded sales presentations featuring an overview of the cash status in the U.S., apg®'s product portfolio, and further slides that showcase other materials as needed. The presentation deck can be added to slides that your sales team currently uses.



Image Library

Gain access to apg®'s Image Library where you will have access to download logos, product and accessories images. Product images are available in three formats: EPS (vector), JPEG, and PNG. These images are available for use in your website, collateral or promotion.



Global Partner Page

apg® has partnered with industry leading software and hardware companies to deliver customers the ultimate customer experience. Our partners help design solutions to fit customers' needs. Partners are listed on our global partner page here:

www.apgsolutions.com/global-partners



Emails

You have less than five seconds to capture someone's attention in an email. Messages need to be concise with a clear call to action above the fold. apg® will support you with content in your email marketing initiatives. We're experienced with A/B testing and list segmentation – count on us to increase your open and click through rate.



Warranty

apg® provides best in industry warranty coverage for its non- OEM cash drawer products. Contact your apg® contact for more information or visit www.apgsolutions.com/warranty



Landing Pages

Landing web pages allow you to provide personalized content specific to an audience, solution, or vertical. We will assist you in providing apg® content and imagery for dedicated landing pages to support your branding and current product offerings.



Social Media

Want to create some social buzz? So do we. Work with our marketing team to craft co-branded messages and imagery unique to each platform. We're active on Twitter, Facebook, LinkedIn, YouTube, and Instagram.

Training Tools

apg® works with partners to create a suite of customized tools designed to support your sales needs.



24/7 Tech Support

Have questions? Give apg® Tech Support a call and you'll talk to a real person who can assist with questions, issues or concerns. Our online ChatBot provides instant answers to frequently asked questions, routes end-users to online resources and routes customers to the replacement parts they need.

Training Sessions

In person and video

Request time with our cash drawer gurus to present and provide training for your team (remote or on-site subject to availability). We cover the basics from cash drawer 101, mPOS, and thought leadership trends. Sessions are recorded and can be included in your new employee onboarding training.

Webinars

Partner with apg® to host a webinar for your customers to provide statistics on cash, cash handling best practices, industry trends and live interaction from presenters (subject to availability). Co-produced live webinar events can be tailored to meet your business objectives. Event recordings give your team 24/7 access to our point-of-sale knowledge base.

Videos

apg® offers a variety of videos for you to learn more about our products and discover more about apg®.

Tradeshow + Event Support

In addition to the available sales and training tools an apg® partner has access to, there are further opportunities for support from apg®. These include leveraging apg®'s network and support for future tradeshows and events.

Free demo product for tradeshows

Have an upcoming show and need a cash drawer? Request a demo unit to highlight our solutions and partnership.

apg® Market Development Funds for trade shows, customer events and product promotions

We're interested in promoting our partnership and solutions through events. Reach out to your apg® contact for more information regarding these co-sponsorship opportunities.

Tradeshow giveaway + collateral support

Looking for some apg® flair for your next show? Reach out to your apg® contact to learn how we can support you.

Tradeshow staffing

We can help man your booth with a product expert.





New Technology Equals New Business Opportunities

1

Grow Your PoS Ecosystem

Working together with leading channel vendors to achieve long-term revenue growth. Let's reach higher together.

2

Sharpen Your Competitive Edge

While the competition is developing similar technology for the market, we are increasing the number of resellers and our installation base. We are working on building the future.

3

Integrate A Complete Solution

apg® cash drawers work in harmony with a wide range of hardware and software providers.

4

Add To Your Value Proposition + Core Benefits

Add cash management solutions to your line card for additional revenue opportunities.

5

Seek The Disrupter

Look for companies that embrace doing things differently. Identify companies that keep up with best industry practices and adopt new technology.

Next Steps

Whether your business specializes in POS for food, convenience/gas stations, hospitality, and retail verticals, apg® has a solution for you. Reach out to your apg® contact and use this Partnership Program booklet to discover the resources available to you.

Marketing + Sales

1

Contact apg® and get to know our cash drawer portfolio

2

Discover market opportunities and strategies

3

Schedule a meeting to discuss business opportunities

4

Schedule a sales training with your team and apg®


















“Easy to sell a product that is worry free”







Brad Fick
President, Partner and Co-founder at
Direct Source

Best-In-Class Solutions

apg® offers a suite of Best-In-Class cash drawer solutions. Our innovative designs are manufactured to meet the requirements of a variety of transactional environments all the while offering a consistent, lifetime performance and the industry's lowest out-of-box failure rates. apg® tests all of its cash drawers with the appropriate amount of weight for the Class/Family to emulate a loaded till at the retail point of sale.

Legend Product Family	Exceeding customer and industry expectations, Legend cash drawers are the ultimate heavy duty cash drawers.			
	 4 Million Transactions	 5+ Year Warranty	 High volume environment such as “Big box” + DIY retail, fast food, and drive through	
		Series 4000 Cash Drawer <ul style="list-style-type: none">• Sizes range from (13 x 17) to (18.8 x 21) inches• Painted or stainless-steel front• Rugged steel construction for demanding environments• Limited Lifetime Warranty <i>(Online Registration Required)</i>		Interfaces   
	Series 100 Cash Drawer <ul style="list-style-type: none">• Sizes (16 x 16) or (16 x 19.5) inches• One piece injection-molded inner drawer• Small footprint with full size heavy duty till			

Genesis Product Family	Genesis cash drawers are an effective solution for moderate volume environments. Includes features such as multi-function locks and drawer status reporting found in more expensive drawers.			
	 1 Million Transactions	 3 Year Warranty	 Medium volume environment such as specialty retail, fast casual, and table service hospitality.	
		Vasario™ Cash Drawer <ul style="list-style-type: none">• Sizes range from (13 x 13) to (19 x 15) inches• Painted or stainless-steel front• Manual option available		Interfaces   

Soma Product Family	apg®’s Soma cash drawers are cost effective, highly functional and offer excellent value for lower cash volume locations			
	 500,000 Transactions	 1 Year Warranty	 Low volume environment such as kiosks, food trucks, pop-up retail, general retail, and light duty hospitality	
		Minota Cash Drawer <ul style="list-style-type: none">• Sizes (16.125 x 16.375) inches• Molded plastic construction with painted steel front• MultiPRO™ printer interface (cable included)		Interfaces 
	Arb™ Cash Drawer <ul style="list-style-type: none">• Sizes range from (13.2 x 13.5) to (16.1 x 16.5) inches• Painted Steel Cash Drawer• MultiPRO™ printer interface (cable included)			

Global Channel Sales Contacts

Meet The Team

NORTH AMERICA

Robert Banker

Director of Channel Sales

T: +1 774-279-0718

E: robert.banker@apgsolutions.com

Peyton Burslie

Distribution Sales Manager

T: +1 763 354-9902

E: peyton.burslie@apgsolutions.com

Anthony Jones

*Sr Sales Manager of smarttill
and Partner Sales*

T: +1 (214) 763-6148

E: anthony.jones@apgsolutions.com

EMEA

Walter Heyvaert

EMEA Sales Manager

T: +32 497 43 95 23

E: walter.heyvaert@apgsolutions.com

Peter Chalkley

EMEA Channel Manager

T: +44 (0) 7495 165714

E: peter.chalkley@apgsolutions.com

apg® | Headquarters

APG Cash Drawer, LLC (HQ)
5250 Industrial Blvd NE
Minneapolis, MN 55421-1012
USA
+1 763 571 5000

apg® | EMEA

apg Solutions EMEA Ltd.
4 The Drove
Newhaven, East Sussex, BN9 0LA
UK
+44 (0) 1273 616300

www.apgsolutions.com