



**Compass**  
**Reseller Program**  
**2025**

At the point of  
streamlined business  
growth and increased  
profitability.



# Partners For Success

Engage with app<sup>®</sup> 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 app<sup>®</sup> 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

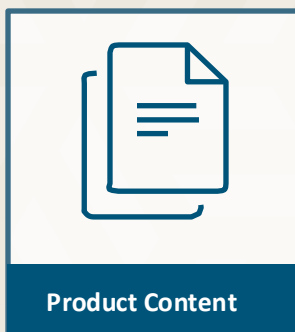
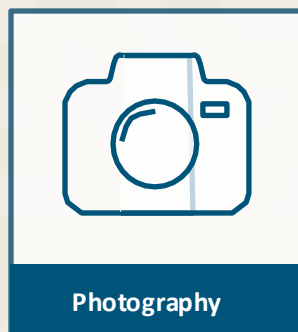
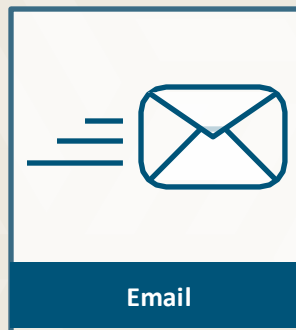
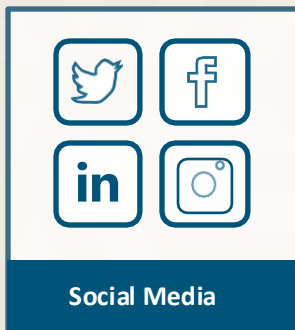
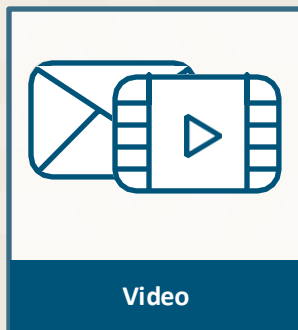
10

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.



## 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](http://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](http://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

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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**


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**Series 4000 Cash Drawer**

- 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 *(Online Registration Required)*




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**Series 100 Cash Drawer**


- Sizes (16 x 16) or (16 x 19.5) inches
- One piece injection-molded inner drawer
- Small footprint with full size heavy duty till

Interfaces






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.**




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**Vasario™ Cash Drawer**


- 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**


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**Minota Cash Drawer**

- Sizes (16.125 x 16.375) inches
- Molded plastic construction with painted steel front
- MultiPRO™ printer interface (cable included)


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**Arb™ Cash Drawer**

- Sizes range from (13.2 x 13.5) to (16.1 x 16.5) inches
- Painted Steel Cash Drawer
- MultiPRO™ printer interface (cable included)

Interfaces



# Global Channel Sales Contacts

## Meet The Team

### NORTH AMERICA

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