

Compass Reseller Program 2026



At the point of streamlined business
growth and increased profitability.



Partners for success

US-based apg® Resellers benefit from a partnership throughout the deal life cycle from training and 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

Over 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
- 2 'One stop' shopping experience satisfying an expansive range of cash management solutions
- 3 Continuous hardware validation by product class assures product performance and reliability
- 4 Flexible manufacturing capacity enables quick action on short lead time requests
- 5 24/7 Customer service support that covers you around the clock
- 6 Domestic Vendor Managed Inventory (VMI) reduces lead times
- 7 Marketing content, imagery, promotion and support that amplifies sales efforts
- 8 Channel-centric sales philosophy ensures apg will always be your partner and not your competition
- 9 Proactive compliance audits ensure products adhere to regulatory requirements
- 10 Reputable shipment accuracy and ontime 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, and additional touch points depending on the strategy of your program.

Video

Social Media

Email

Photography

Product Content



**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

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.

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

apg® Resource Center

Find product images, logos, brochures, case studies, videos, white papers, and more in our Resource Center. Download the resources you need to support your sales and marketing efforts.

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

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.

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 and 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 tradeshow and events.

Free demo product for tradeshow

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

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

1

Contact apg® and get to know our cash drawer portfolio

3

Schedule a meeting to discuss business opportunities

2

Discover market opportunities and strategies

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



Meet the team

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