

Value Prop

The streamlined, all-in-one, cloud-based smart terminal that delights customers and delivers speed, flexibility, and insights to your business.



Proof Points

- 100,000 terminals in market with 30 million customers having interacted with Poynt.
- Creator of the world's first smart terminal with 5 years of world-class R&D built into every product and solution.

Qualifying Conversation Starters

- What are your business goals or aspirations over the next 12 months?
- Which solutions/software are you using to run your business?
- Are you currently using a point of sale system?
- Are employees using these on the go or in a fixed location?
- What forms of payments do you wish you could accept that you can't today?
- How important is it to you that customers can add tips?
- What reporting or insights are available to you to help inform business decisions?

Ideal Customer Criteria

Industry

- Retail/pop-up shops
- Bars/restaurants/QSR
- Theaters/venues/entertainment
- Beauty/spa/wellness
- Hotel/lodging
- Medical/dental practices
- Legal/accounting practices

"The Big Three"

All-in-one cloud-based solution. A one-stop shop that includes everything you need to transact and manage your business ... no surprises!

- Streamlined, plug-and-play checkout experience for your business and its customers.

Room for growth. Built to evolve with your business with a robust business apps marketplace and the ability to effortlessly scale across multiple locations.

Valuable insights. Simple, powerful dashboard with reporting and analytics to help you run your business, even when you're on the go.

Secondary Points

- **Security.** The latest encryption technology keeps customers' minds at ease.
- **Wide acceptance.** Avoid the "we don't accept that" moment.
- **Flexibility.** Easily deploy promotions, campaigns, and offers, all from your smart terminal.
- **Versatility.** Works with third-party peripherals; easily connects to USB and network printers, cash drawers, & barcode scanners.
- **Visibility.** Easily view customizable reports, sales metrics, and more, even from your smartphone. Know exactly what's going to be in the bank the next day.
- **Ease of use.** Out-of-box setup in as little as 5 mins. The intuitive user interface, new tutorials (both on-device and online), and expert training ensure minimal time required for set-up.
- **Speed.** Faster transactions → reduced wait times → more customers served → increased customer satisfaction.

Handling Objections

- “Is it secure?” – Your customers’ data is end-to-end encrypted. Poynt is PCI-PTS v4.0 certified.
- “Is it reliable?” – Poynt Smart Terminal is covered by the robust Poynt warranty.
- “I would rather wait.” – Be more efficient now by accessing your real-time data in the cloud and get time back to focus on other areas of your business.
- It looks beautiful, but it also looks complicated.” – If you can use a smartphone or tablet, you can use any Poynt product. The Smart Terminal was designed with the customer in mind.

Key Differentiators

- All-in-one, fully integrated cloud-based platform
- Customer-facing display
- Peripheral support
- 24/7 customer support
- Poynt HQ
- Poynt App Marketplace
- Robust payment options

Training

- Channel partners offer free training covering terminal setup and management, reporting, and use of the marketplace.

Key Specs

- Countertop smart terminal featuring a printer, signature pad, PIN pad, and docking station for charging
- Dual touchscreens (merchant- and customer-facing)
- Built-in scanner and merchant-facing camera
- Connect with ethernet or wireless via cellular and Wi-Fi
- Processes all payment types—EMV, NFC, mag stripe, gift card, EBT, cash, credit card, PIN on glass
- Built-in QR code and barcode scanner
- Up to 8 hours of battery life with normal use
- USB Type-C port
- Bluetooth enabled
- Integrated receipt printer

Additional Tools

- **Poynt HQ:** Lets you manage your business where and when you like. It turns sales and customer data into customizable reports and statistics, providing real-time insights to your business, all via mobile, web, or on your terminal.
- **Poynt App Marketplace:** Provides access to curated business applications from third parties that help you manage, grow, and scale your business while creating the best experience for your customers.

Channel Partner Pricing & Support Model