Boomtown-Poynt Partnership Gives ISOs an Exciting POS Option for Merchants

Summary

Poynt helps businesses grow by providing a platform that goes beyond payment acceptance, driving new revenues for Independent Sales Organizations (ISOs) and their merchants.

Through Boomtown, ISOs can configure the perfect Poynt solution for any merchant by offering curated, business-building apps tailored to meet the needs of the specific markets a retailer serves.

With Poynt and Boomtown, ISOs retain merchants longer and stop selling on price. The platform provides businesses with data and analytics, thus enabling ISOs to become an integral part of their businesses' success.

Background

Boomtown provides software that helps technology companies and resellers offer exceptional product support. Boomtown delivers this capability by leveraging rich data and AI to predict product problems before they occur, thus ensuring support teams have the right answers at the exact moment they need them.

Founded in 2014 by a team that included current CEO Alfred "Chip" Kahn IV, Boomtown now serves 350,000 "real world" businesses across the US, Puerto Rico, Canada, and Australia, and provides support to 450,000 products through its software platform. In six years, the company has grown to 70 employees, with a main office in Tiburon, California, and an operations center in Scottsdale, Arizona.

THE MISSION
Bringing Outstanding Solutions to ISOs

During his successful career in software, Kahn recognized that tech support for applications used by the retail industry was "The Wild West"—it greatly varied from solution to solution and ultimately hindered the small businesses it was intended to help. He saw an opportunity to help small businesses thrive through fast, efficient product support that would help them compete for, win, and retain customers.

**[Boomtown's CEO] saw an opportunity to help small businesses thrive through fast, efficient product support.**

The Boomtown platform streamlines tech support and makes it possible for resellers and ISOs to offer a variety of solutions to their clients, without needing to build new expertise from scratch. The promise of technology appeals to small businesses, but execution often stalls in the last mile—and retailers find themselves struggling to effectively use applications. Boomtown's software removes the complexity from technology and helps merchants get the support they need from the solutions vital to their success.

One area in which Boomtown saw potential for something better was payment card processing. "The market is hungry for smart terminal solutions," says Chris Dorsey, Vice President of Sales and Development at Boomtown. And a few years ago, the market was starting to discover the power of Poynt.

Boomtown and Poynt had enjoyed a history together: They were launch partners when Poynt debuted in 2014. Poynt founder Osama Bedier gave an on-stage demo of the Boomtown on-device support capability— he tried to process a transaction that needed support, launching a video interaction with Kahn, and a great relationship between the two began from there.

"Poynt provides a beautiful piece of hardware," Dorsey says. "It has enough functionality in a base package that it works for 99 percent of merchants, and then you can buy your way up into more functionality if you're a larger merchant."

Although many ISOs loved the platform and wanted to sell it to their customers, Poynt wasn't perfectly positioned to take advantage of this sales opportunity. However, its partner Boomtown was.
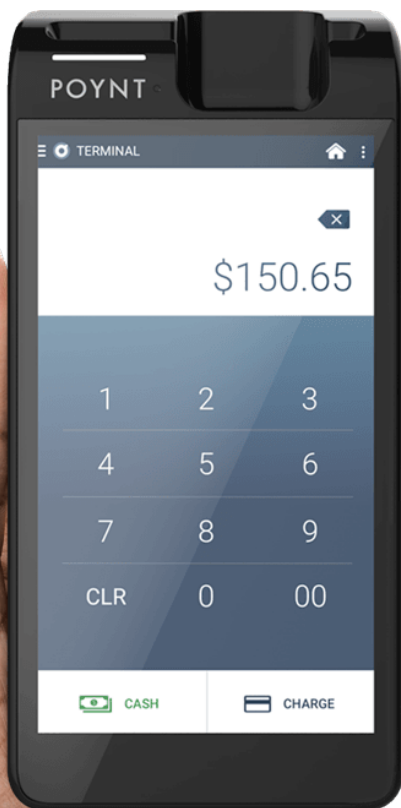
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THE SOLUTION
A Perfectly Aligned Collaboration

Boomtown and Poynt are perfectly aligned in their quest to help small businesses scale and transform their operations. "Poynt does a great job solving 80-90 percent of what a small business needs right out of the gate," Dorsey says, "and that fits with our mission of serving Main Street businesses and helping them compete in a digital age."

Boomtown also provides the support framework that enables ISOs to get merchants up and running faster. The platform can provide training, resources, and implementation for Poynt while eliminating the fear resellers and their clients have about adopting new technology.

Moreover, ISOs gain access to Boomtown's 24/7 self-service and live agent on-device support—bolstered by a catalog of support tickets and lessons learned from those tickets—so they aren't figuring out Poynt support on their own because Boomtown already knows how to do it. Combined with the other advantages of the collaboration, ISOs can ultimately be selling Poynt to customers in less than a week without worrying about how they are going to provide best-in-class support to their customers.

THE RESULTS
Stronger Partners, ISOs, and Merchants

The partnership between Boomtown and Poynt delivers incredible benefits for ISOs and the merchants they serve. Poynt is more than just a cloud-based payment card platform; it gives businesses access to third-party business apps such as inventory, labor, advertising, and much more—all from the device, and all backed up by Boomtown's support. This combination drives new revenue streams, which grows your business as well as your clients' businesses.

With Poynt and Boomtown, ISOs can configure the perfect vertical solution for any merchant. Curated, business-building apps meet the needs of the specific markets a retailer serves. Data and analytics give merchants a deep view of performance and inform strategy. ISOs can stop constantly selling and start retaining customers for the long term, thus creating true partnerships.

In just a few years, the number of ISOs selling Poynt through Boomtown has topped 130, with an average of 7-10 resellers currently adding to that total every month. With more ISOs on board, more merchants are discovering the power of Poynt to transform their businesses.

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Early Adoption, Great Potential

The partnership may be young, but the potential is unlimited. Boomtown's continued cataloging of support tickets not only delivers better service to Poynt users but also gives Poynt and its other technology partners valuable data to further improve its already groundbreaking platform.

Perhaps most importantly, because of the collaborating between the two businesses and their strengthened position with ISOs, they are getting innovative software into the hands of merchants that need a reliable payment processing solution to maximize their operations.

"We're in the early adoption phase—that's what's so exciting," Dorsey says. "There are 10 million small businesses in the United States, and we're just cracking that early curve of adopters.

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◯ POYNT

Poynt was founded with the mission of fixing a broken commerce ecosystem. We set about creating the world's first open commerce platform to connect merchants, resellers, and developers with the hardware, software, tools, and services to grow their business without limits. We work each and every day to make the lives of our merchants a little simpler, whether it's enabling them to enhance their customers' experience in-store, helping them meet the challenges of running a business in a digital world, or giving them the tools to manage their business from anywhere.

Boomtown
THE PRODUCT SUPPORT PLATFORM

Boomtown is a product support platform that makes it simple to sell, activate, and service technology products that are used by real world businesses. Through Boomtown, teams can leverage integrated knowledge, artificial intelligence, and seamless collaboration to orchestrate and automate exceptional customer experiences at scale. Boomtown also has an expert network where teams can seamlessly access programmable remote and field services to augment their existing operations. With over 175 technology partners, over 350,000 business locations are served through the Boomtown platform, which has over 2,500 unique products and services indexed. Learn more about Boomtown at www.goboomtown.com.

Learn More

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