



Terminology, Differentiators, & Messaging

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Terminology

Terminology

Platform

Poynt is an open platform purpose-built for commerce. It is composed of well-designed devices and an always connected operating system, giving merchants access to their choice of apps to help their businesses grow and thrive.

Ecosystem

The global, open, and interrelated network of merchants, banks, ISOs, ISVs, developers, and hardware manufacturers that makes Poynt’s open commerce platform possible.

Solution

A specific combination or bundle of products (Smart Terminal, Software, Apps) from the Poynt Platform configured to address a customer’s complete need.

Product

A stand-alone component (Smart Terminal or App) that can be purchased individually.
(note: A Poynt Smart Terminal with Poynt software is a product.)

Terminology

Poynt OS	A secure, cloud-connected operating system, built on Android, for any smart payment terminal connected to Poynt Cloud, deployed anywhere in the world.
Poynt Cloud	A set of cloud-enabled services that lets merchants manage their business (Poynt HQ, Data Backup) and resellers manage and monitor their estate (Mission Control).
Poynt Apps	Core Android apps built for Poynt by Poynt: Terminal, Register, Transactions, Settlements, Catalog, Manual Entry, and Help.
Smart Terminals	Connected, multi-purpose devices from any manufacturer that is built to accept all payments and run all applications.
Poynt App Center	A digital center for curated, vertically-bundled business apps developed by 3rd party developers.

Differentiators

Poynt Differentiators

Revolutionary Platform

Open platform built for rapid innovation, collaboration, and speed to market in a industry that is traditionally closed and slow to change.

Merchant Choice

Choice of software, choice of hardware, choice of integration, and choice of bank.

Always Connected

Manage and monitor your business from anywhere in the world, anytime.

Beautiful Design

Intuitive, elegant, user-friendly software combined with modern, well-designed, powerful devices that make a tech-forward statement.

Business Apps

Vertical specific, interoperable app bundle recommendations to drive business growth.

Global Ecosystem

Connecting the top global banks, hundreds of resellers, and thousands developers to make millions of merchants successful.

Messaging

Elevator Pitch – The Poynt Platform

Poynt is a revolutionary, open commerce platform, empowering merchants with software and services to transform their businesses and enable their freedom to grow without limits.

Primary Use

1. Verbally describing Poynt
2. Brief written intro of Poynt

Boilerplate – The Poynt Platform

Poynt is a revolutionary open commerce platform empowering merchants with software and services to transform their business. Founded in 2013, Poynt reimaged the ubiquitous payment terminal into a connected, multi-purpose device, that runs third-party apps. As smart terminals become mainstream, [Poynt OS](#) is an open operating system that can power any smart payment terminal worldwide, creating a new app economy for merchants and allowing developers to write once and distribute everywhere. Poynt is headquartered in Palo Alto, Calif., with international headquarters in Singapore, and is backed by Elavon, Google Ventures, Matrix Partners, National Australia Bank, NYCA Partners, Oak HC/FT Partners, Stanford-StartX Fund, and Webb Investment Network.

Find out more at poynt.com.

Primary Use

1. Press Releases
2. Company Description
3. Company Listings

For additional information on how to implement and use this
brand messaging document please contact:

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