



"Finding a true partner is a really important piece of the puzzle. For the longest time, we never found the right piece, but when we did, it fit perfectly."

- Gary Kielich, President

SHARED COMMITMENT AND BUNDLED SERVICES PROPEL PARTNERSHIP SUCCESS

Systems Technology Group (STG) has been a top partner in the NCR Merchant Solutions program since 2006 and continues to be an expert reseller of POS systems integrated with Aloha products since 1996.

CHALLENGE

Like most resellers today, STG wanted to bring even more value to their restaurant customers to stay ahead of the curve. Instead of referring them to a separate third-party processor, STG wanted to offer integrated, industry-specific payment processing tools. Having spent many years managing mission-critical POS systems valued at tens of thousands of dollars each, STG wasn't about to partner with just any processor. *"When NCR Merchant Solutions came in and partnered with NCR, they each took the customer by the hand and realized it was a win-win. The customer sensed it and the customer won,"* explained Gary Kielich, President of STG.

SOLUTION

With the powerful commitment that NCR Merchant Solutions had to their products and customers, STG could finally end their search for the unified partnership and shared customer focus that they had struggled to find. NCR Merchant Solutions provided STG with a competitive advantage by offering unrivaled bundled solutions; a sturdy program; a dedicated, local, and fully engaged sales representative; and superior sales support, customer service, and system support.

"We had been approached numerous times to work with various ISOs and sales organizations, and, quite frankly, we were very reluctant and skeptical, so we chose not to align with a processor for years. We take our customer relationships very seriously and were not comfortable with the quality of sales organizations, because they were not committed to the relationship and were not looking out for the best interest of the customer. But when NCR Merchant Solutions came along, they brought stickiness and revenue; took away the fear, uncertainty, and doubt from the customer; and brought value for the first time. It was nice to have a committed solution from a company that said, 'Hey, we're in this together.'"

RESULTS

Through innovative bundled solutions backed by a unified customer approach, NCR Merchant Solutions has helped STG increase their new customer market penetration rate to 60% and decrease their turnover rate of those customers to 1%. According to Gary, *"We had a very high adoption rate, and, more importantly, we have a very, very high customer retention rate. We've only had one customer leave the program in three years."* In addition to tapping into one of the largest revenue-sharing partnership models in the industry, STG was able to increase long-term loyalty by providing customers with time- and cost-saving perks including:

- **Token Replacement** – a new payment security feature that encrypts customer credit card data at the site level in order to reduce the possibility of theft
- **Restaurant Guard** – a powerful application that eliminates the need for manual analysis of business reports and increases awareness of potential fraud through weekly alerts
- **Automatic POS Data Backup** – a daily backup solution designed to store archived copies of data for up to 400 days
- **Value-Added Services** – including virtual terminals, stored value cards, loyalty programs, and web-based transaction reporting

There's a commitment between NCR Merchant Solutions and its reseller partners – one that customers can see. Whether you are currently working with a payment processor or are interested in what a processing partnership might bring, we encourage you to contact NCR Merchant Solutions. It's the first step to enhancing value for both your customers and your organization – and the last step you'll take alone.