The Poynt Apps Marketplace





More Than Just a Payments Experience



Agenda

- 1. Poynt Apps Marketplace
 - a. Overview
 - b. Manage subscriptions
 - c. Points to note
- 2. App Details



Section 1: Poynt App Store



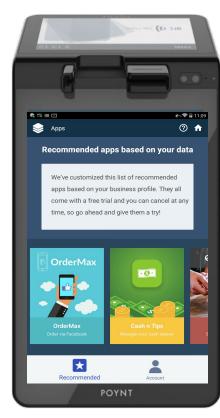


What is the Poynt Apps Marketplace?



- The Poynt Apps Marketplace contains apps customers need to optimize their business
- ~16 apps are live and 5 more apps are currently being reviewed/piloted

Value Proposition for merchants



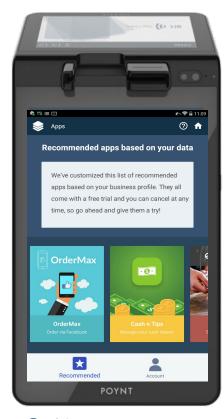
Why should merchants use apps?

- Save time
- Automate repetitive tasks
- Improve topline
- Reduce costs (Accountant, Employee time)
- Tap in new ways to improve their top line & bottom-line
- Simplify business operations

What we are doing to help them discover apps

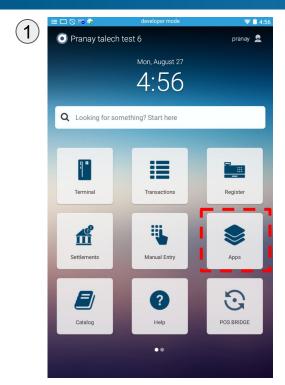
- App stores has a variety of apps that merchants need to customize their Poynt experience, from Loyalty and Accounting, to Order Ahead
- Customers can try out each app for free
- Manage subscriptions from the device and web

Value Proposition for Elavon



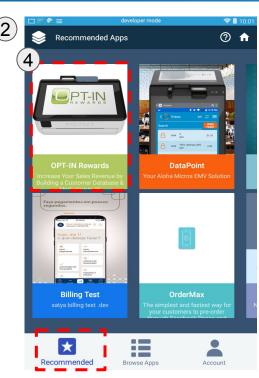
- Apps create a sales advantage; instead of buying on rate, merchants are buying innovation and utility
- App usage creates a sticky experience; merchants with more Elavon services are less likely to churn
- Historically B2B SaaS companies have <10% annual churn rates
- App adoption will lead to businesses building processes around the Poynt device

Discover apps via the app store



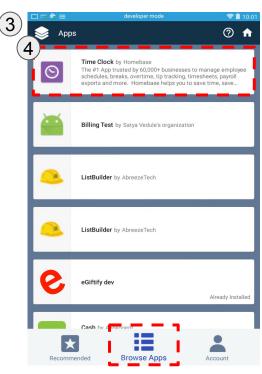
App Store

On the home page



Recommended apps

based on MCC code

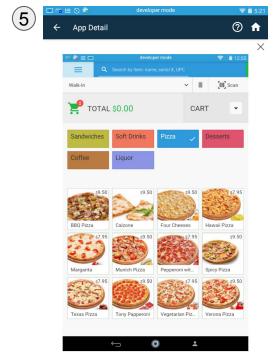


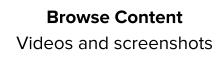
All Apps



Explore app details







6 ② ♠ X eHopper Freedom SUBSCRIBE \$39.99 per month (per single terminal) **7 DAYS FREE TRIAL** eHopper is a full-featured POS software ideal for OSR and retail. **CONTACT**

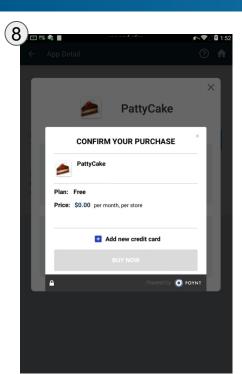
View Plans & subscribe
All plan options with a small
write-up

CONTACT

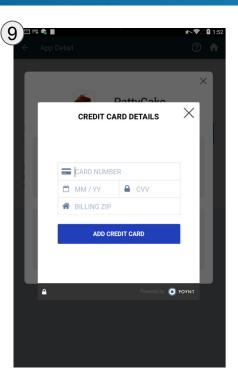
View App Details

Learn about the app & POYNT pricing

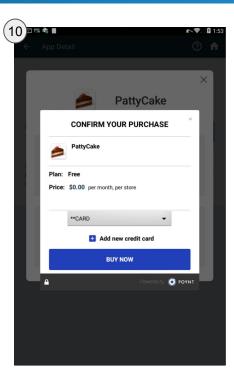
Subscribe to an app



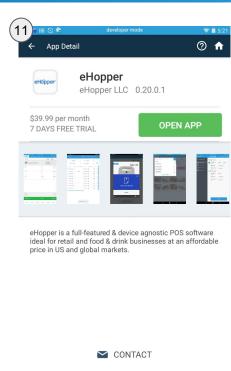
Confirm Subscription



Add Card Details

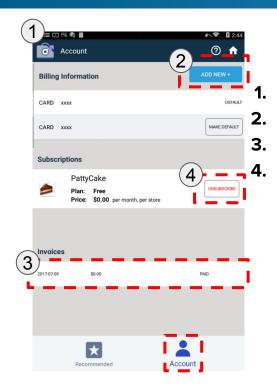


Complete Payment

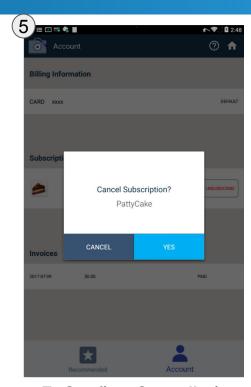


Open App

Unsubscribe to an app

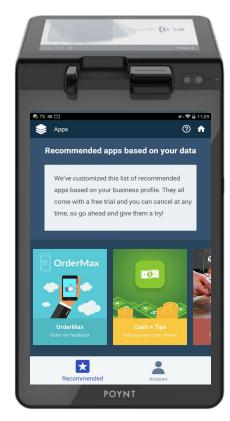


Account details page
Add new card information
View past payments
Manage subscriptions



5. Confirm Cancellation

Key Points to note (1/2)



User Roles:

- Only Managers and Owners can subscribe to apps
- Employees will be prompted to change login if they try subscribing

Billing Mechanism

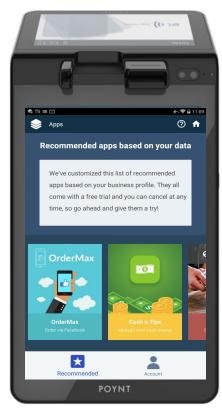
- Payment for a month is taken in advance on the 1st of every month (Eg 1st Jun 2018)
- Invoices are shared with merchants on the 23rd of the preceding month(eq 23rd May for a 1st June billing)
- For billing/refund/support queries: billing@poynt.com

Plan Scopes

- Device: Charged per device (Subscription tied to a device serial)
- Store: Charged for Store ID (MID)
- Business: Charged per Business ID

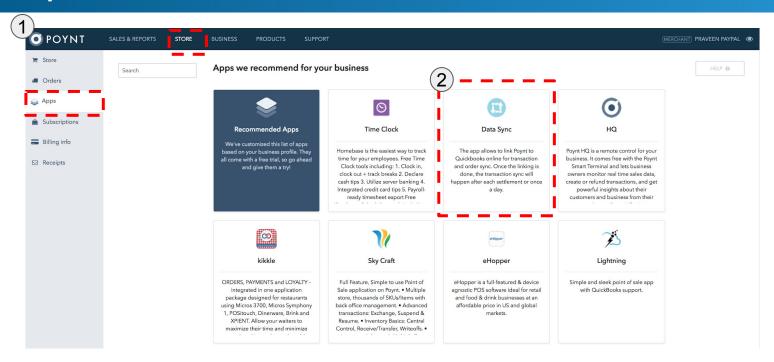


Key Points to note (2/2)



- Lifecycle Management
 - o (In Development) Emails reminding merchants trial is about to end
 - (In Development) FAQ/How to set-up email on subscription
- Marketing & Sales support
 - Monthly emails showcasing an app, and details about a few
 - (In Progress) Developer Marketing Program
 - Segment specific pitches (Retail/ Food & Dining/ Health & Beauty etc)
 - Videos/ Focused descriptions, better FAQ
 - Poynt Sales hub (For App one-pagers)

Explore & subscribe from the web HQ

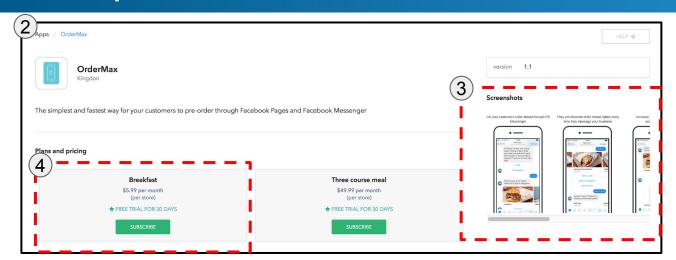


View App store

Store---> Apps



Explore & subscribe from the web HQ



- 2. View App details
- 3. View Screenshots
 - 4. View plans and subscribe



6 App Downloads once subscription is completed

5. Select Scope (Business/Store/Device)

Section 2: App details





Overview: Current Status

Top 5 apps

- 1. Timeclock: Employee scheduling
- 2. Datasync: Sync with Quickbooks
- 3. **Print your Logo**: Customize Receipt
- 4. Ehopper: POS
- 5. TruRating: Customer Rating

Timeclock & Employee scheduling



Time Clock by Homebase

The #1 App trusted by 100,000+ businesses to manage their team. Get scheduling, time tracking, team communication, hiring, and more for free.

Billing Plans

Basic: Always Free Essentials: \$9.95

Plus: \$29.95

All plans with store scope

Segment Focus

All Segments 4+ employees

Key Features

- 1. Scheduling with Departments
- 2. Time tracking
- 3. Team Communication (iOS, web & Android apps)
 - 4. Hiring (Newly added)
- 5. Manager Log
- 6. Track Sales vs Labor data
- 7. GPS based clock in (For offsite work)

More Details (Link)



Key Sales points

Ask Your Merchants Three Simple Questions:



Do your employees ever show up late?

Poynt will automatically send your employees a shift reminder one hour before their shift (thanks to the Homebase app).



Do employees call to ask "When Am I Working Again?"

With Poynt, employees have access to their schedule at their fingertips via Smart Phone, Text Messaging, Email and Online (thanks to the Homebase app).



Do you take notes to remember Time-Off Requests?

Poynt will remember any approved time-off requests and employees preferred availabilities and alert you if you have a schedule conflict (thanks to the Homebase app).

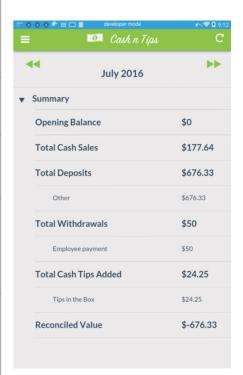
Datasync

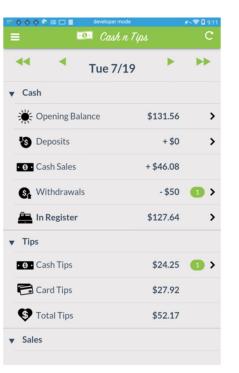
	Datasync by Poynt Link Poynt to Quickbooks online for transaction and order sync.	
Billing Plans	Essentials: \$5 per month (30 day trial) All plans with store scope	
Segment Focus	All Segments Quickbooks user	
Key Features	 One time set-up Sync with Quickbooks 	
Key Sales Points	 How much time does the merchant spent making quickbook entries? Does he pay by the hour to get the data verified? At \$5 p.m. save time, effort & Money 	



Cash-n-tips

Cash n Tips	Cash-n-tips by Appkogent An utility app to track & aggregate all the Cash transactions & Tips.	
Billing Plans	Standard: \$6.99 p.m (30 day trial) All plans with store scope	
Segment Focus	Applicable to All Segments Focus on: Food & Dining	
Key Features	 Tracking cash-in & out of the cash register Track Tips (Cash & Card) More Details (<u>Link</u>) 	
Key Points for Sales	 Automate Cash register status reconciliation Simplify tip tracking Reduce Manual Effort & paperwork 	



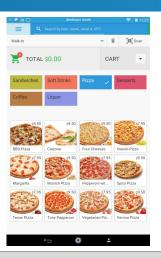


Monthly statement

Daily Snapshot

eHopper: a full feature POS

еНо́ррег	eHopper by eHopper LLC eHopper is a complete POS solution ideal for any retail or quick service restaurant.	
Billing Plans	Freedom: \$39.99 p.m All plans with device scope	
Segment Focus	Retail, Food & Dining (QSR, Food Trucks) Boutiques, Vape Shops	
Key Features	 Multiple Tax Rates (Item Specific) inventory Management (Track, Alerts, Search, PO Receiving) Quickbooks integration Split/Full Checks Customer Management (customer specific, Discounts, Coupon redemption) Employee management (Tips, Tab fullfillment), Clock In/Clock Out Support Surcharges and Cash discounts Offline support for Cash payment 	





- 1. Extensive feature set for inventory management (Multiple tax rates & customizations)
- Works across iPads, Android devices & windows PC
- 3. SKU support: 10k w/o pictures, 5k w/pictures

Skycraft: a full feature POS

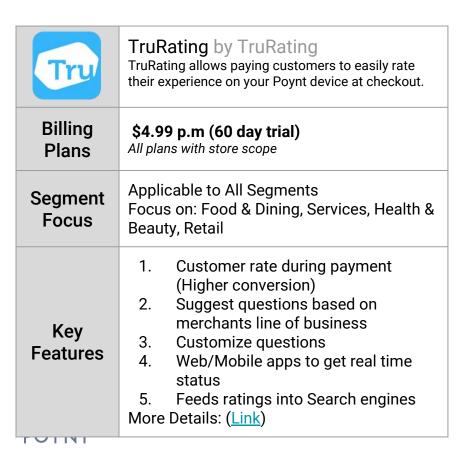
	Skycraft by Silver Sky Soft Full Feature, Simple to use Point of Sale application on Poynt with Advanced Transactions, Inventory, Loyalty, Time & Attendance and Integration to QuickBooks and online stores.	
Billing Plans	Professional: \$34.99 p.m All plans with device scope	
Segment Focus	Retail, Food & Dining, Services	
Key Features	 1. 1000+ SKUs supported 2. Advanced transactions: Exchange, Suspend & Resume 3. Advanced Inventory (Multiple Tax Rate, COGs Monitor) 4. Integrates multiple devices & stores 5. CRM & Loyalty (VIP Pricing, Mailing lists) 6. Time & Attendance, Quickbooks support 7. Supported by a back-office website More Details (Link) 	





- Extensive feature set for inventory management (Multiple tax rates, 1000+ SKUs & customizations)
- 2. Combines several applications in one

TruRating









Customers rate as they pay

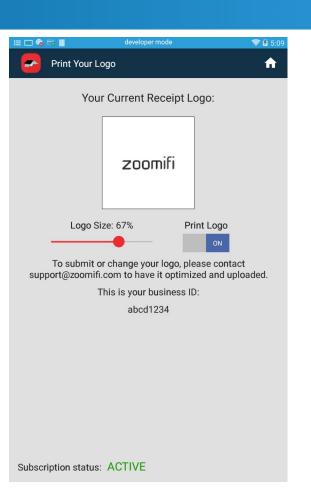
You receive actionable insights on your dashboard

In-store ratings boost your online presence

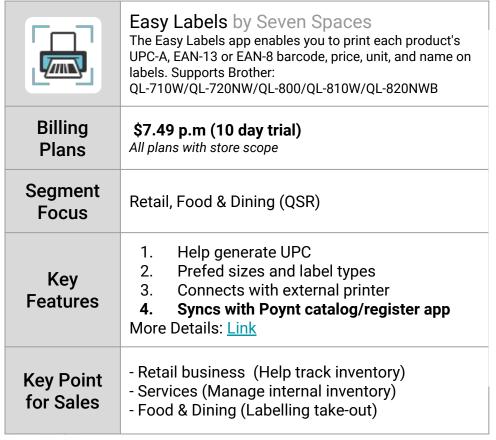
- 1. Owner can get direct visibility into customer feedback
- 2. Ask custom questions
- 3. More Ratings can potentially help in SEO

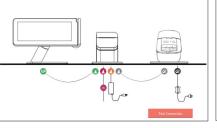
Print Your Logo

	Print Your Logo by Zoomifi Print your company's logo on the consumer paper receipts.	
Billing Plans	\$1.99 p.m (7 day trial) All plans with device scope	
Segment Focus	Applicable to All Segments Focus on: Any shop that has a logo	
Key Features	Print logo on receipts (Size customizable) Easy Set up (Mail logo to support@zoomifi.com with business id shown in app More Details: Link	
Key Point for Sales	Branding on receipts Print your logo will do size editing, and optimize for Poynt devices	



Easy Labels





Connect a Brother Label Printer to Poynt via the USB port or Wifi



Select your label size and type



Confirm your label set-up



Print your labels and apply them to your products

Davo Sales Tax

DAVO SALES TAX	Davo Sales Tax by Davo Technologies DAVO is the only sales tax cash management solution in the market today, setting funds aside daily and then filing and paying when due.	
Billing Plans	\$39.99 p.m (30 day trial) All plans with store scope	
Segment Focus	Any business that has to pay sales tax (Food & Dining, Retail)	
Key Features	 Manages State/local taxes and any other tax set up in Poynt register Sets tax money aside daily, and holds in a secure account Takes of care of filing and payment (monthly, quarterly) Daily Email on amount set aside Chat support on their website More Details: Link 1, Link 2 	

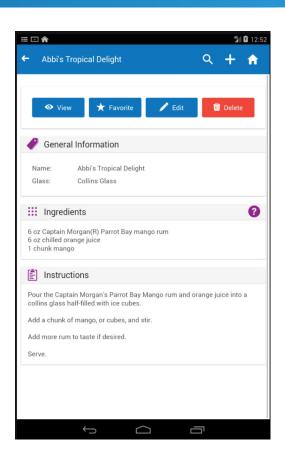
ST	PERCENTAGE DISCOUNT	DISCOUNT ON \$3500 OF SALES TAX	MINUS \$40 COST OF DAVO
AL	5% on first \$100 tax due	\$73	\$33
AZ	1% of tax due	\$35	(\$5)
AR	2% of tax due	\$70	\$30
CO	3.33% of tax due	\$116	\$76
FL	2.5% of 1st \$1,200	\$30	(\$10)
GA	3% of 1st \$3,000	\$92.60	\$53
IL	1.75% on tax due	\$61.25	\$21
IN	0.73% under \$60,000	\$25.55	(\$14)
KY	1.75% 1st \$1,000	\$30	(\$10)
LA	1.1% of tax due	\$38.50	(\$2)
MD	1.2% of 1st \$6,000	\$42	\$2
MI	\$6/month up to \$1,200	\$21.33	(\$19)
MS	2% up to \$50/return	\$50	\$10
MO	2% of tax due	\$70	\$30

	PERCENTAGE DISCOUNT	DISCOUNT ON \$3500 OF SALES TAX	MINUS \$40 COST OF DAVO
NE	.025% up to \$75/month	\$75	\$35
NV	.025% of total	\$87.50	\$48
NY	5% up to \$200 qtrly or anl	\$200	\$80
ND	1.5% up to \$110/return	\$52.50	\$13
ОН	.0075% of tax due	\$26.25	(\$14)
OK	1% of total due	\$35	(\$5)
PA	1% on total due	\$35	(\$5)
SD	1.75% up to \$70/filing	\$61.25	\$21
TX	0.5% on the total	\$17.50	(\$23)
UT	1.31% on total	\$45.85	\$6
VA	-1.6%	\$56	\$16
WI	0.5% max \$1,000	\$17.50	(\$23)
WY	1.95% to \$6,250 then 1% to \$500	\$68.25	\$28

- 1. Filing sales tax on time, saves huge penalties
- Some states offer rewards (which can help cover Davos cost) (Check Link 2)
- 3. Accountants are much more expensive!
- 4. Minimal time overhead

BarPro

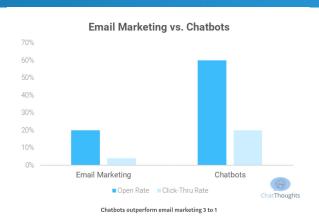
	BarPro by RecipeGo LLC Have 16,000+ recipes, drink recipes at your finger tips, print search, edit or add your own recipes. Use Age verification by entering birthdate to know when "it's OK to serve"	
Billing Plans	Barpro: \$9.99 p.m (No Trial) BarPro w/Age Verify: \$19.99 p.m (No Trial) All plans with device scope	
Segment Focus	Drinking Places, Juice shops, Milkshake stalls, Organizations & clubs	
Key Features	 16,000+ Pre-fed recipes which can be searched through Add-edit your own recipes Use Age Verify to enter birth date and find out if "its OK to serve" 	
Key Points for Sales	 Easier Access to custom recipes Lower dependency on mental math (Recipes and age calculation) 	



OrderMax

Sales

	OrderMax by Kingdon The simplest and fastest way for your customers to pre-order through Facebook Pages and Facebook Messenger	
Billing Plans	Breakfast: \$5.99 p.m (30 days) 3 course meal: \$49.99 p.m (30 days) All plans with Store scope	
Segment Focus	Food & Dining (Especially those with Facebook pages)	
Key Features	 Facebook Chatbot for order-ahead (No need to get involved) Order shows up on Poynt terminal Customer details are stored for future use 3 Course Meal plan has marketing tools as well Contextual Upsells while ordering More Details: (Link) 	
Key Points for	 Helps grow their business Can use along with Facebook Ads to improve top line 	











- Chat bot to collect orders, reduces employee costs
- Contextual upsells help increase order value

Apptizer

Taking Your Business Mobile	Apptizer by Apptizer Help SMB/ Mom & pop stores to get an iOS & Android Mobile Order-Ahead Apps in less than 5 minutes without any coding involved	
Billing Plans	Bronze: \$44.99 p.m (30 days) Silver: \$64.99 (30 days) Gold: \$99.99 (30 days) All plans with Business scope	
Segment Focus	Food & Dining, Speciality Retail, Liqour Shops,	
Key Features	 No Coding required for Android and iOS app Poynt App Helps manage orders, set up delivery configurations, manage menu/catalog Templates based on business type logo and color scheme branding Customized and Targeted promotions, Loyalty schemes Phone support for setup Customer Facing App: instant notifications, order management & status tracking, real-time menu/catalog updates More Details: (Link) 	

Key Points for Sales



Custom Branded Application



Enable Mobile Ordering



Push Notifications



Syncs with POYNT's catalog and orders



Reduce Transaction Time and Labor

Mangomint (Cloud App)

Mangomint	Mangomint by Mangomint An all-in-one solution that helps salons and spas get more clients and run their businesses better with scheduling, reminders, point-of-sale, inventory, and much more.	
Billing Plans	\$125 per month upto 1000 clients (\$50 per additional 500 clients) with 60 day trial All plans with business scope	
Segment Focus	Salon & Spa	
Key Features	 Scheduling, Online Booking, SMS/email reminders Point-of-Sale, Inventory management iPhone/Android apps Full client timeline, Credit cards on-file Advanced workflows Payroll calculation, Powerful reporting Custom user interface More Details: Website, Customer Video 	



- 1. Mind-Body Equivalent
- 2. Use the app on a laptop/web, trigger payment on Poynt device
- 3. Beautiful Design
- 4. Full Stack from Online Booking to payment
- 5. Proactive team, personal support

Section 3: Apps In-Pilot

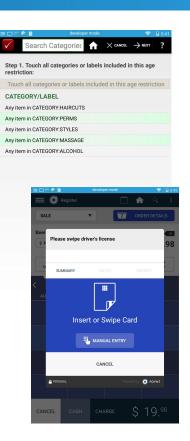




Age Verification

	Age Verification by Appheaven Cheapest age verification solution on the market. Verify age by swiping drivers license's in the card reader.
Billing Plans	Bronze \$9.99 per month per device (30 day trial)
Segment Focus	Bars & Clubs, Liquor stores, Tobacco shops
Key Features	 Limit ages of various product categories or products in your catalog. Swipe Drivers license to verify age Notification for age-restricted products Age check stamp is on a ticket receipt Syncs across all products More Details:
Key Points for sales	 Works with Poynt Register Reduce Mental math in calculating age Implement check at item level Paper trail for age-checks





Salon Scheduler

April 23	Salon Scheduler by Appheaven Quickly and easily schedule appointments, provide text reminders, keep a note/previous order journal, and view past orders.
Billing Plans	Gold Plus: \$29.99 per month per store (30 day trial)
Segment Focus	Salons, Spas, Doctors, Auto Dealerships
Key Features	 Online scheduler to book appointments Customer text message reminders: Allow confirm/cancel/reschedule Manage employees time on/off hours & set comissions Integration with Poynt's Register/Catalog & employee profiles Online step-by-step video tutorial
DOVNIT	

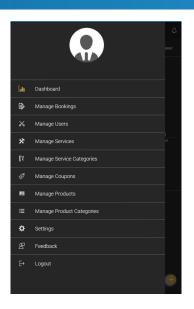


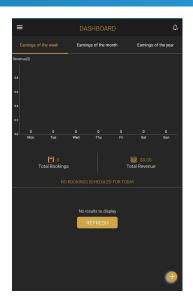


- 1. Full- Feature Scheduler (Online Booking to chekcout on Poynt Device)
- 2. Lower cost vs Full Stack Salon solution
- 3. Uses Free-to-use Poynt Catalog and Register

Sky Salon

	Sky Salon by Silver Sky Soft An easy to use Scheduling / management app supporting Multi MID , cash discounts/surcharges and offline mode booking.
Billing Plans	Solo: \$9.99 p.m (30 days) Team: \$35.00 p.m (30 days) Enterprise: \$65.00 p.m (30 days) All plans with Store scope
Segment Focus	Salons, Spas
Key Features	 Offline mode for bookings Add services until booking is complete Retail Product Sales Multi Roles Supports Booth Renters & Employees Support for Cash Discounts





- 1. Multi-mid support
- 2. Scheduling & sales,

Thank You