

WINE, BEER & SPIRITS FOR RETAIL DECISION MAKERS

# BeverageDynamics

2017 SPECIAL EDITION #1



IN-STORE  
TECH

.....

THIRD-PARTY  
PARTNERSHIPS

## ANNUAL TECHNOLOGY GUIDE

A stylized icon of a computer monitor with a white screen and a black frame, positioned to the left of the 'BUYER'S GUIDE' text.

BUYER'S  
GUIDE



## WHAT YOU NEED TO KNOW ABOUT TECH IN 2017

**WELCOME TO THE 2017 *Beverage Dynamics* Technology Guide.** This handy resource will help beverage alcohol retailers make the best possible decisions in 2017 when investing in technology. This is a guide worth reading and then keeping on hand as a reference tool when dealing with tech.

Which, of course, remains a key component of business in the modern era. Tech now runs your store through point-of-sale and inventory software; connects with your customers through relationship management systems and customer databases; and has become a secondary storefront through websites and apps that sell and even ship directly to consumers. The future is now for technology in retail.

The potential to improve your business through tech has never been greater. But to maximize those gains requires making the right decisions about which companies, services, and trends are worth your time and investment. Hence the valuable role of this new annual guide.

In these pages you will find educational feature articles, plus a comprehensive buyer's guide.

Melissa Sherwin writes in her piece "In-Store Technology Trends" about the most modern facets of retail tech, from the basic to the advanced. This includes point-of-sale, inventory control, data-based decision-making, social media marketing, email e-blasts, in-store promotions, credit card processing, increasing customer engagement, plus selling products online and through mobile apps.

In her piece, "Technology Partnerships Take Work," Maura Keller explores what retailers should look for in finding the optimal tech-partners. Very often this means linking up with the most cutting-edge companies who can offer optimized customer service for your clientele.

Finding the right company to deliver those services can make the difference for any retailer looking to find an edge over their competition.

There are numerous options when choosing tech providers. In our 2017 Tech Buyer's Guide, we provide information and contacts for nearly 100 providers of critical services, including POS hardware and software, customer loyalty programs, digital marketing, direct delivery, website creation and e-commerce. These companies are all top of the line, capable of providing you with tech that can benefit your bottom line.

We believe this guide and its annual updates can be of great help to you. Read through its pages and keep an eye on [BeverageDynamics.com](http://BeverageDynamics.com) and our e-news for future guides and standalone issues that contain the content you need to run the most profitable and efficient retail operation possible.

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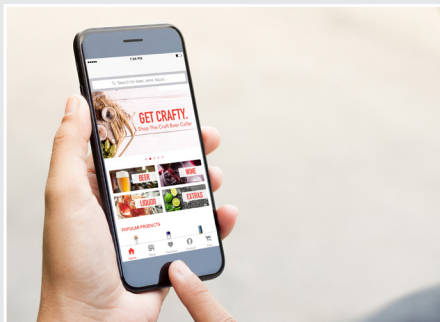
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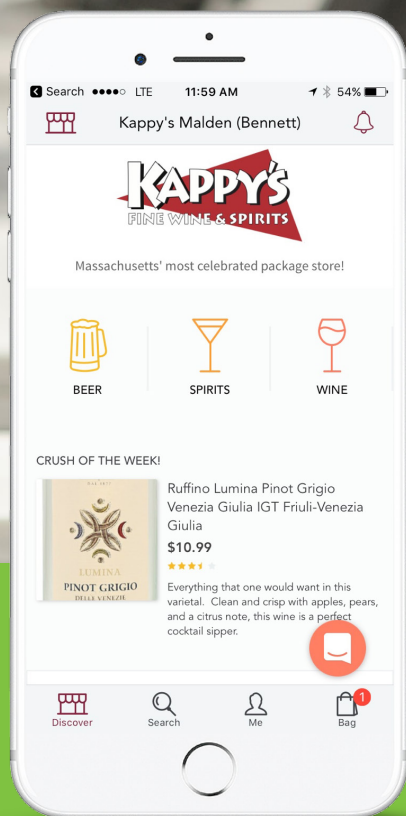
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◀ "Forty percent of ecommerce is now on mobile, and 90 percent of that is done through apps," says Aimee Cronin, vice president of partnerships at Drync.

BY MELISSA SHERWIN



# IN-STORE TECHNOLOGY TRENDS

Using the Latest Technology to Improve Your Business

**REGARDLESS OF THE SIZE OR STYLE** of your store, integrating technology into your business is crucial to long-term success. Not only does keeping up with the latest technology trends lead to better internal operations, but it also shows your customers that you're ahead of the curve. And it can quickly result in increased sales.

Modern technology can also have its downfalls. Mainly in terms of the knowledge base that's required to select and implement it. Not all retailers are as tech-savvy as others, and many people are intimidated and overwhelmed by the vast number of in-store technology options available. However, while retailers have many options from which to choose, it may surprise you to know just how many user-friendly systems are out there. Whether you're considering a new point-of-sale (POS) system, investigating different types of payment processing solutions, or looking to launch or enhance an email marketing plan, chances are that there's a system (or systems) out there that meet your specific needs.

## CHOOSING A TECH-SAVVY POS

One of the biggest technology investments a retailer can make is an integrated POS system. With so many options to choose from, it's easy to find a system that best fits the needs of your business. From cloud-based systems to software that supports multiple external applications, you can identify the one that works best for you and will help elevate your store to the next level.

A sophisticated POS can also help retailers better leverage information to make data-driven business decisions. At Shore Discount Liquors in Deep River, Connecticut, store manager Jill Merola appreciates the reporting data and customer database included in the store's LiquorPOS system.

"I like being able to compare month-to-month data to get an idea of the trends as we move through the year," Merola says. "I also use the customer database tool all the time when I'm interacting with customers."





At Shore Discount Liquors in Deep River, Connecticut, store manager Jill Merola uses database technology to help customers find what she knows they like.

Merola says the customer database also allows her to provide better service to customers. When someone comes into the store and can't remember a specific item they've ordered in the past, Merola can easily access that person's purchase history in the database. That data also comes in handy when Merola wants to recommend a new product to customers: accessing a detailed list of what they've ordered before helps her make a solid recommendation based on that person's preferences.

Another important feature of modern POS solutions is inventory control. Jubilation Wine & Spirits, a family-owned retailer based in Albuquerque, New Mexico, implemented the Insight Retail Software POS system two years ago. Co-owner Tasha Zonski-Armijo says the fully integrated system allows new products to be scanned in easily upon arrival to the store. Jubilation has two hand-held devices in the store. Multiple orders can be scanned in at once, which is efficient around the holidays and during other busy periods. The new system also makes it easy for store employees to check current inventory in a matter of seconds.



"Inventory control is so important," Zonski-Armijo says. "The features of our system really cut down the amount of time employees need to spend looking things up so they can focus more on the customer. It also makes it a lot easier to make inventory adjustments, like if we have to account for any breakage."

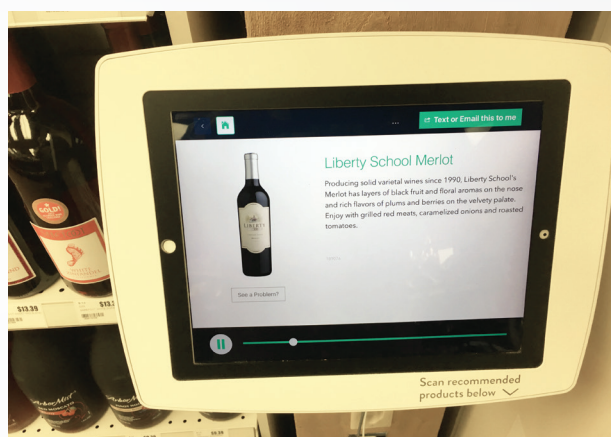
In addition to finding a system that offers a variety of



# QUICK TIPS ON INTEGRATING TECH

Retailers who are interested in making their stores more tech-savvy can rely on these tips to get started:

- **MAKE SURE YOUR TECH ENHANCEMENTS ALIGN WITH YOUR BUSINESS GOALS.** It's easy to be impressed by technology's many innovative features, but remember that you need something that works for you and your business. Identify products and systems that meet your specific needs. Chances are that you don't need every feature out there.
- **CONSIDER COSTS, UPGRADES AND SUPPORT.** In-store technology systems are often expensive, so make sure you get the most out of your investment. As technology is constantly changing, how often will your new POS system be updated? Is tech support unlimited and included at no extra cost? Ask these and other questions before making costly decisions.
- **THINK ABOUT CONTENT.** For email and social media strategies, consider how you'll manage different channels and generate content before you set up a Facebook page or launch an email listserv. Be sure to only take on as much as you can reasonably keep up with. For example, the one thing worse than not having a Facebook page for your business is having one that never gets updated.
- **FOCUS ON THE CUSTOMER.** Before embarking on any of these in-store technology systems, ask yourself how your customers will ultimately benefit from them. Technology that enhances the customer experience in some way is usually worth investing in.



"I'm not really a techy person, but Sellr was so easy to set up. Truly, if I can do it, anyone can," says Mike Robinson of Cordell Package Store.

important features, ease of use is a big concern for retailers who are considering upgrading their POS. Mike Robinson owns Cordell Package Store, a small liquor store located in New Cordell, Oklahoma. When Robinson was in the market for a new POS, a Facebook advertisement for Sellr caught his eye. Sellr allows users to make changes in one place and automatically replicating the updates across various platforms. For example, Robinson can access Sellr on his mobile phone to make a price adjustment, and Sellr automatically updates the price in the POS, on the in-store digital signage and on the Cordell website.

"It's so easy to use. If you can use an iPad, you can use this system," Robinson says. "I'm not really a techy person, but Sellr was so easy to set up. Truly, if I can do it, anyone can."

## INTEGRATING OTHER TECHNOLOGY

Although a robust POS system is an easy way to step up technology in your store, an all-encompassing system isn't always the right solution for everyone. For example, at Shore Discount Liquors, the store's credit card processing system is separate from the main POS. Merola says she actually prefers it that way.

"Our credit card system is set up for wireless, but it has a phone line backup," she explains. "If the Internet is down, we can still use the credit card system. This has happened to me several times and we were still able to process transactions. At other stores that use all-in-one wireless systems, when the POS goes down, everything is down."

Another interesting fact is that Shore Discount Liquors



Jubilation Wine & Spirits of Albuquerque, New Mexico, implemented the Insight Retail Software POS for inventory control.

doesn't require a minimum purchase amount for credit card transactions.

"We find that a customer who can pay for one low-priced item with a credit card will likely come back again and again," Merola says.

## TECHNOLOGY AS A MARKETING TOOL

Using technology is also a way to form deeper connections with consumers. Shore Discount Liquors relies heavily on email marketing and social media to engage customers. The store's email distribution list, which is tied to the customer database feature in the business's POS, is only sent to people who sign up to receive it. The company doesn't buy external lists. Social media campaigns are largely built around Facebook. Merola says the social media network is the best way to announce new products and let customers know about upcoming promotions or events.

"It's all about putting out pertinent information to our customers and the surrounding community," Merola stresses.

In addition to using the insight tools Facebook offers to help gauge the effectiveness of posts, Merola bases the success of her campaigns on real-time responses in the store. "I look at how many people have liked or shared a post, but sometimes I will post something and someone will call and say, 'I saw on Facebook that you just got this new product in. Can you put aside a six-pack for me?'" Merola says. "Then you know you're reaching your target customer."

At Surdyk's Liquor & Cheese Shop in Minneapolis, Minnesota, owner Melissa Surdyk relies heavily on email marketing to connect with her customer base. The email system she uses is separate from the store's POS, and customers can sign up to receive email alerts in-store or via the retailer's website. Messages are generally sent to customers once per week, and

the e-mails focus on featured products, sales announcements and event promotions. Whenever possible, promotions are also published across the store's social media accounts on Facebook, Instagram and Twitter.

Surdyk, who manages all her email and social media promotions in-house, says it's easy to gauge the effectiveness of those communications based on immediate consumer response.

"We get a lot of in-store feedback from people who've seen our emails and social media posts," she says.

While many of Surdyk's promotions are published across multiple communications platforms, sometimes the store will feature email-only promotions, which indicate how many people are paying close attention to those messages.

"People will come into the store asking for something we've only announced via email, or that we've only mentioned in email so far," Surdyk states. She says the store's email list is constantly growing because customers rely on Surdyk's to provide recommendations and relevant news.

Jubilation also relies heavily on email and social media marketing. Like Surdyk's system, Jubilation's email list isn't tied to its POS: customers can opt-in via the store's website, and they receive emails advertising new products and in-store tasting events. Social media is also a priority for Jubilation, which promotes all new products on Facebook by incorporating detailed product descriptions along with photos.

Recently, Jubilation embarked on a joint social media promotion with a local brewery. Both businesses promoted a specific product on their separate Facebook pages and also published coupons for a discount off the beer in the store and at the brewery's tap room. At press time, the two-week promotion was only halfway completed, but Zonski-Armijo reports that it was doing well thus far, with seven customers having redeemed the coupon less than four days into the campaign. The store plans to replicate the social media coupon campaign to promote other products in the future.

Some POS systems also incorporate customer engagement into their features. Robinson appreciates that customers can use the Sellr system to scan items that pique their interest in the store to learn more about them. For example, when you scan a bottle of vodka at Cordell's, in addition to checking the price of the item, you can access more detailed product information and drink recipes. Robinson says his customers enjoy these features so much that he plans on adding a second iPad in the store so more people can access the technology at a time.

"It's just a fun and unique way to get people interested in the products and keep them in your store for a while longer," he says. *BD*

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# TECHNOLOGY PARTNERSHIPS TAKE WORK

BY MAURA KELLER

**ONLINE ORDERING.** Instant inventory management access. Drone delivery.

Twenty years ago, these were catchphrases bandied about at meetings by beverage-industry players who believed they had seen the future. Few believed they would become reality, or that technology would be seen as such a competitive advantage.

Today, beverage retailers of every size are re-ordering their priorities and re-examining their technology processes with a single goal in mind: to streamline their operations and gain competitive advantage by using technology effectively.

To do this, they are establishing partnerships with technology providers to help improve their bottom line.

## EMBRACING TECHNOLOGY

For many industries, the success of the players within that industry is dependent upon them embracing technological innovations to make operations more efficient, environmentally sound and safer. The beverage industry is no exception.

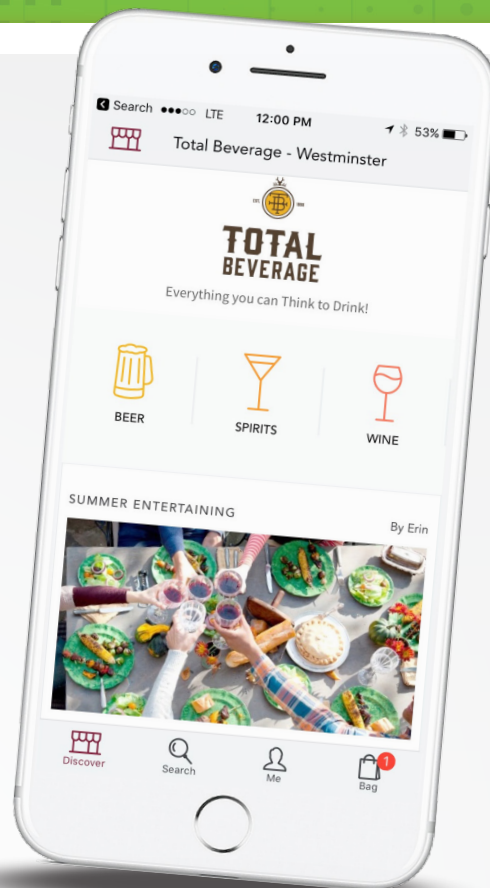
Today's consumer is highly driven by convenience, and tech plays a huge role in delivering consumers what they want, when they want it.

According to Aimee Cronin, vice president of partnerships at Drync, a company that builds mobile commerce and loyalty apps for beverage alcohol retailers, mobile is at the center of a huge shift in consumer behavior.

"Forty percent of ecommerce is now on mobile, and 90 percent of that is done through apps," Cronin says. "Mobile order ahead is on track to be a \$38B industry in the next two years. Consumers want everything at their fingertips and expect a seamless mobile shopping experience."

The increased use of technology and data analysis will continue to streamline beverage industry operations. But in order to do so, retailers need to form partnerships with technology players.

Matthew Rosen, vice president of WineFetch, a company that builds websites for wine shops, points out that customers can't be at your store 24 hours a day, but with various tools available, retailers can engage customers anytime, anywhere.



"Every retailer should have a website that acts as your business's online presence," Rosen says. "Retailers should list their inventory online so customers can browse through products, whether they wish to buy online or come to the shop in person after confirming the store has what they're looking for."

Generally speaking, every product listed is a "point of contact," or a way that customers might come across a company's site or business when they search for an item. And writing your own proprietary product content is one of the best ways to differentiate yourself on the web.

"In addition to your own site, listing a feed of your products on various third-party search engines and shopping sites casts a wider net and makes it easy for customers who might otherwise not know your business offhand to still find your products and be redirected back to your site for purchase," Rosen says.

Tasting calendars, newsletter signups, hours, location and contact information should all be promoted on your site as well.

Outside of the site, email newsletters are still by far the number one tool for directly engaging customers and driving them back to a website or the store directly.

"Again, this can be to drive e-commerce sales for in-store pickup, delivery or shipping, announce tasting events, provide gift ideas, give exclusive offers and, overall, to just keep in contact with customers on a regular basis," Rosen says. "When customers hear from you regularly, it plants the seed for future engagement."



"At Drizly, we believe there is an ongoing, fundamental shift going on in consumer shopping preferences to be increasingly online and on-the-go," says Bryan Goodwin, senior vice president, commercial sales and operations.

Advanced marketing tools also allow you to segment customers based on their previous purchases or tastes, so that a retailer can send more granular offers to different groups of customers – versus sending the same offer to everyone.

"A Latour buyer doesn't want to hear about your special on Yellow Tail, and vice versa," says Rosen. "A customer who has only ever bought Barolo may not need to get offers for Sauvignon Blanc. And so on."

Free social media tools can also be a good place to engage your customers. However, unless you spend money to boost

**"YOU SHOULD CERTAINLY POST UPCOMING EVENTS, SALES AND SUCH TO SOCIAL MEDIA LIKE FACEBOOK, INSTAGRAM, TWITTER. JUST KEEP IN MIND THE IMPACT MAY NOT BE AS GREAT UNLESS YOU PAY."**

—MATTHEW ROSEN, VICE PRESIDENT OF WINEFETCH

posts or advertise, most of the popular networks limit the exposure of business posts in users' timelines. That's why email remains so effective – there's nobody filtering your customers' inboxes.

"You should certainly post your upcoming events, sales and such to Facebook, Instagram, Twitter, etc., but just keep in mind the impact may not be as great unless you pay," Rosen says. "Of course, your mileage may vary depending on

your customer base, location, etc. For power-users, utilizing the search capabilities of these networks, however, can be extremely effective for identifying potential customers."

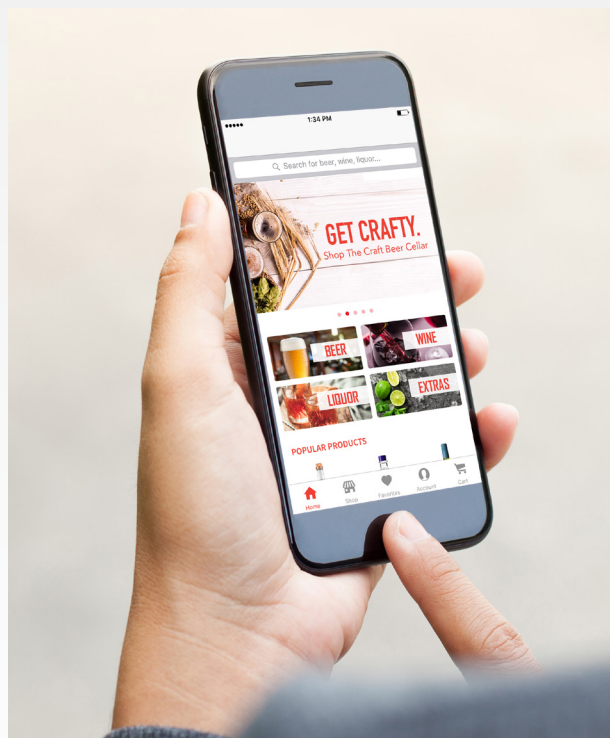
As an ecommerce marketplace for alcohol, Drizly provides technology to local retailers, allowing them to connect with consumers online and grow their business. "At Drizly, we believe there is an ongoing, fundamental shift going on in consumer shopping preferences to be increasingly online and on-the-go," says Bryan Goodwin, senior vice president, commercial sales and operations at Drizly. "This has taken a while to reach beer, wine and spirits retail, but it's happening."

When establishing a technology partnership with a beverage customer, Drizly looks for forward-looking retailers who share the company's belief that consumers would prefer to shop from the comfort of their phones.

"They understand that customer loyalty is changing, and that the retailers who thrive will work to meet consumers on whichever channels they prefer," Goodwin says. "We also look for retailers who prioritize customer service and have great product assortment."

## PARTNERS IN PROGRESS

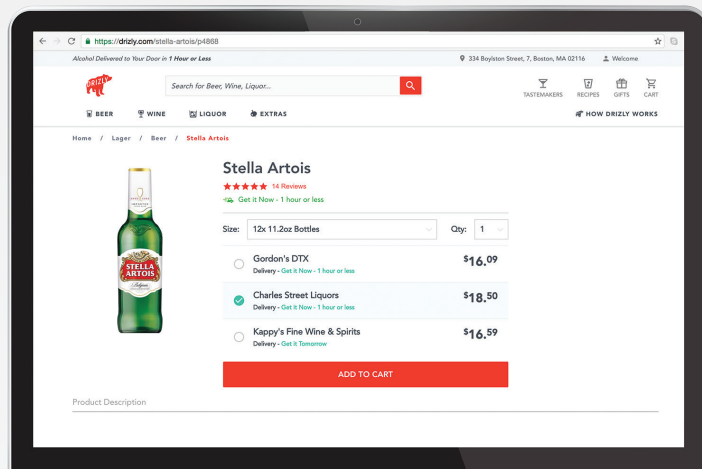
Rosen works to establish partnerships with the clients WineFetch serves. Naturally, the WineFetch team feels every



retailer could benefit from an online presence. In 2017, that's simply expected by customers.

"Our platform can be used by any retailer that wishes to promote and market their business to their local customers, in addition to those stores that are willing and/or able to ship or deliver to customers outside their local market," Rosen says.

Here's why: The strategies that make for a successful retailer don't vary that much for a store with a local focus versus one that can compete regionally or nationally. Customers should be able to browse through your inventory regardless of whether they live across the street or across the country. There are Bordeaux-lovers in California and Washington, D.C., so sending them targeted offers from your selection and giving them an easy way to buy is simple by using email newsletters.



The increased use of tech and data analysis, through companies like Drizly and Drync, will continue to streamline beverage industry operations.

As Rosen explains, a great thing about the wine business is that there are several industry-specific solutions available that were built with the industry in mind from the beginning.

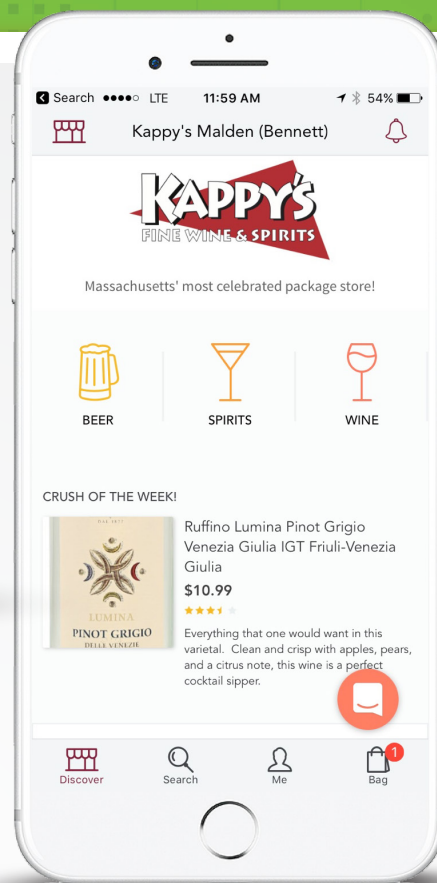
And thanks to the influx of evolving technology, the barrier to entry is either nonexistent, as in the case of free social media accounts, or extremely low, as in the case of hosted websites, email newsletters and third-party search engines or advertising platforms.

For example, third-party advertising programs may offer flat monthly subscriptions, or offer pay-per-click models where you only pay for performance.

"They also typically make it easy to measure the effectiveness of the program, so if a Wine-Searcher sponsorship or Google Shopping campaign is not paying off, you should know rather quickly and can cancel after 30 or 60 days and allocate those marketing dollars elsewhere," Rosen says. "The point is, you're not locked into anything, so you can experiment to find out what works best for your business over time."

While technology partners' fees vary by their service offerings, and the specific constructs in which they are being used, Drizly's service is free to start using.

"Once they start making sales on our platform, there's a sliding scale for fees that is commensurate with sales volume and sensitive to local market conditions," Goodwin says.



"For example, cost of delivery in rural Indiana is different than delivering in SOHO in Manhattan. Fees are negotiated on a store-by-store basis."

What's more, today's POS systems make the integration systems very simple. "We also work with retailers that use older systems, but our team has seen it all and has a good process for making these integrations work, with very little work required on the retailer's part," Goodwin says.

Drync builds apps specifically for beverage alcohol retailers. In late February 2017, 67 Wine, a "go-to" store for wines and spirits on Manhattan's Upper West Side, announced its own mobile ordering app, 67 Wine RUSH. Built on Drync's mobile commerce and loyalty platform for liquor retailers, the 67 Wine RUSH app allows customers to order from their phones for delivery in an hour in Manhattan.

According to Cronin, within two days of announcing the 67 Wine RUSH app over email, 10 percent of the customers on their email list had downloaded the app. Month over month, their app audience doubled in size, also growing their email audience by 25 percent over the quarter.

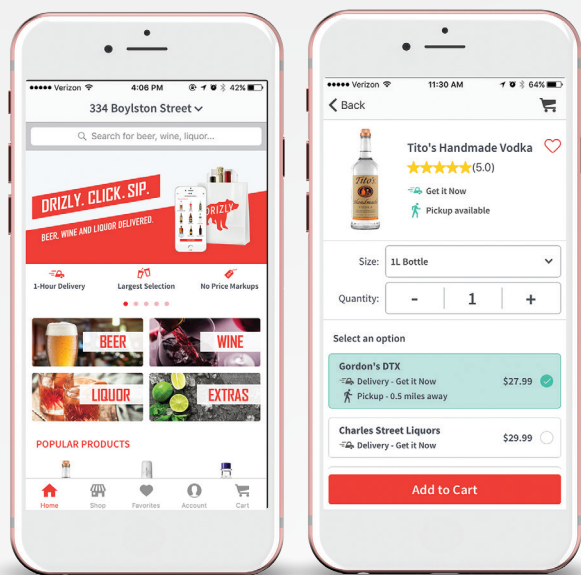


"MANY RETAILERS USE BEVERAGE ALCOHOL-FOCUSED WEB DEVELOPERS LIKE BEVERAGE MEDIA AND WINE FETCH FOR THEIR WEBSITES, SO WE PARTNER WITH THEM AS WELL."

—AIMEE CRONIN, VICE PRESIDENT OF PARTNERSHIPS AT DRYNC

Websites for Wine Shops





A few months later, a whopping 26.5 percent of app users purchase through the 67 Wine Rush app, and 60 percent of them are already repeat buyers. To put this in perspective, typical buyer conversion rates are 1.5 percent on mobile web and 3 percent on desktop internet.

"We work closely with several third parties to make the app experience not only magical for the consumer, but also the retailers as well," Cronin says. For example, Drync works with POS companies to integrate inventory into the app and update it regularly for accurate product and pricing representation.

"Many retailers use beverage alcohol-focused web developers like Beverage Media and Wine Fetch for their websites, so we partner with them as well," Cronin says. Drync also has an integration partnership with Deliv, a third-party service that lets retailers outsource the last leg of delivery and guarantees compliance and I.D. verification, so that retailers can offer one-hour delivery without the overhead costs.

## ONGOING ASSISTANCE

WineFetch powers a leading ecommerce and marketing platform built specifically for wine retailers. Nearly every feature and function that's gone into the platform over time has been the result of feedback from wine retailers, so they've "built the industry's best practices into the technology," the company says.

The platform provides tools to manage and promote a business from a single place: from listing a retailer's inventory and product content online, to marketing through email newsletters, event listings and wine clubs, and processing ecommerce orders through a retailer's site.

"We syndicate your inventory to various third-party search engines and shopping partner sites, like Wine-Searcher, Google Shopping, eBay, etc.," Rosen says. "Hosting, SEO, mobile-optimization and unparalleled security and fraud-prevention features are included. We pride ourselves on our customer support."

**"ONLINE SALES REVENUE GOES DIRECTLY TO OUR RETAIL PARTNERS—WE DON'T ACT AS THE MIDDLEMAN ON SALES REVENUE, WHICH MEANS THERE'S NO DELAY AND NO CONFUSION ABOUT WHAT THEY'VE EARNED, AND OUR PARTNERS ARE ABLE TO EASILY IDENTIFY RESULTING SALES."**

—BRYAN GOODWIN, SENIOR VICE PRESIDENT, COMMERCIAL SALES AND OPERATIONS AT DRIZLY

Likewise, Drizly aims to make it simple for retailers to integrate with their system and start selling products online. As Goodwin explains, Drizly is responsible for constantly improving its products to help both customers and retail partners.

"Our back-end technology also includes reporting and in-depth dashboards, as well as a driver application which includes ID verification technology to aid responsible delivery," Goodwin says.

Tracking a company's return on investment when it comes to partnering with technology companies is paramount—especially as technology is constantly changing. That's why Drizly provides reporting that indicates incremental sales provided by online customers, the company says.

"The best indication of ROI for our retailers is the transaction revenue that comes right into their bank accounts," Goodwin says. "Online sales revenue goes directly to our retail partners—we don't act as the middleman on sales revenue, which means there's no delay and no confusion about what they've earned, and our partners are able to easily identify the sales directly resulting from their presence on the Drizly platform."

## FINDING TECHNOLOGY PARTNERS

For retailers looking to form a partnership with a technology vendor or supplier, experts recommend using industry-specific solutions, as they should be more attuned to the needs of beverage retailers.

"Why reinvent the wheel?" Rosen asks. "Or why should you have to bend and modify a more general solution to work with your needs when there are existing tools that have likely addressed those needs already?"

"Ask your fellow retailers or other vendors which providers they use or partner with for various services, what the performance has been like," he adds. "And remember, what may work for one retailer may not for another." BD

**MAURA KELLER** is a Minneapolis-based writer and editor. She writes for dozens of publications on a variety of business-related topics. When not writing, Maura serves as executive director of the literacy nonprofit, Read Indeed.



# THE 2017 TECHNOLOGY BUYER'S GUIDE

Choosing the Right Tech for Your Business

BY KYLE SWARTZ



**T**echnology is a crucial investment for alcohol retailers in 2017. Not only should you embrace tech to keep up with your evolving competitors, but also as a way to separate your store with savvy, more-efficient customer service. But with so many providers and services now available for purchase, how can you figure out which ones are a match for your business?

That's why *Beverage Dynamics* has launched its new yearly Technology Buyer's Guide. This list of companies and their services is an expansion of our former annual Point of Sale (POS) guide, growing now to include e-commerce, Customer Relationship Management (CRM) and digital delivery apps. The 2017 edition of the guide is broken down into those three sections, plus the always-important POS.



## POINT OF SALE SYSTEMS

### → ACCUPOS

Specializing in end-to-end integration, AccuPOS allows a business to view and manage sales and inventory details within the widely used accounting packages QuickBooks and Sage.

**Contact: 800-906-5010. URL: [www.accupos.com](http://www.accupos.com)**

### → ACME

Their system and equipment is designed specifically for on-premise retail. Acme software subscriptions include unlimited training and support for all things having to do with installation, configuration and use of Acme.

**Contact: 877-202-4225. URL: [acmepointofsale.com](http://acmepointofsale.com).**

### → ATLANTIC SYSTEMS INC.

The company provides complete systems including hardware, software, installation, training and long-term support. Its Spirits 2000 system is a complete package of software aimed at retail locations which takes care of everything from entering in new SKUs, to ringing up customers, to accounting, and inventory management.

**Contact: 732-280-6616. URL: [www.atlanticsystemsinc.com](http://www.atlanticsystemsinc.com)**

### → BINDO

A cloud-based iPad POS system designed to be an all-in-one solution for brick-and-mortar businesses. E-commerce integration, customization options, mobile payments and 24/7 customer support.

**Contact: 800-692-4636. URL: [www.bindopos.com/en/](http://www.bindopos.com/en/)**

### → CAP SOFTWARE

Provides POS, automatic inventory tracking, age verification, keg deposit tracking, easy wholesale billing, wholesale account management, mix and match and promo pricing, customizable interface, reporting tools, Quickbooks accounting link, integrated video surveillance, customer purchase history and marketing tools and secure, integrated credit, debit, gift, and loyalty card processing.

**Contact: 800-826-5009. URL: [www.capretail.com](http://www.capretail.com)**

### → CASHIER LIVE

POS software that works with a wide variety of standard point of sale hardware and peripherals like receipt printers, cash drawers and more. Integrated credit card processing offers low rates and supports EMV chip cards. Full-featured inventory management capabilities.

**Contact: 877-312-1750. URL: [ww2.cashierlive.com](http://ww2.cashierlive.com)**

### → CLOVER

Lets you accept credit cards, EMV chip and contactless payments from customers, safely and securely, and has a mix of POS hardware and software to match specific needs.

**Contact: 855-853-8340. URL: [www.clover.com](http://www.clover.com)**



### → DRYNC

Drync builds POS-integrated "white label" apps for liquor retailers that enable their customers to search and browse inventory, scan products, access millions of reviews and products, track favorites and purchase instantly from their phones.

**URL: [www.drync.com](http://www.drync.com).**

### → EDGEPOS

All-in-one POS system. Online ordering, gift and loyalty cards, payroll services, digital menu boards, inventory tracking, web monitoring via Dashboard, accounting and Quickbooks, plus real-time reporting.

**Contact: 970-800-2890. URL: [www.gosilveredge.com](http://www.gosilveredge.com)**

### → EPOS

All-inclusive POS system. Staff can be trained in 15 minutes, the system can be accessed from anywhere to monitor and report in real time. Use standalone, or connect to hundreds of applications including payment systems, online ordering platforms, CRM and accounting systems. **Contact: 855-434-3767.**

**URL: [www.eposnow.com/us](http://www.eposnow.com/us)**

### → ERPLY

Focused on small/medium size business, this software brings the power and functionality of a traditional POS system to a handheld device, giving your business that professional feel without the professional cost. All POS transaction data entered into the App will automatically be synchronized in real time with your ERPLY account, leaving all of your books and reports accurate 100% of the time.

**Contact: 855-463-7759. URL: [www.erply.com](http://www.erply.com)**

### → FIRSTDATA

Offers a wide range of point-of-sale terminals as well as complete POS systems. Payroll and tax management, competitive sales tracking and inventory management, credit card processing and other payment solutions.

**Contact: 866-382-8643. URL: [www.firstdata.com](http://www.firstdata.com)**

### → HARBORTOUCH

Harbortouch offers both a touchscreen point-of-sale system to retailers and also provides merchant services such as credit/debit and gift-card processing. The POS system and all technical support is provided to retailers free of charge: Harbortouch's cost to retailers is a merchant processing fee collected during credit card transactions.

**Contact: 800-201-0461. URL: [www.harbortouch.com](http://www.harbortouch.com)**

### → ICONNECT

All-in-one POS system. Use the modern iConnect register or go mobile to conduct sales on the go. The cloud system backs up all transactions, making it easy for you to look up past sales.

**Contact: 408-898-3217. URL: [www.icconnectpos.com](http://www.icconnectpos.com)**

### → KEYSTROKE

A sales management and inventory control POS system offering reporting and employee management tools.

**Contact: 800-359-3458. URL: [www.keystrokepos.com](http://www.keystrokepos.com)**

### → LIGHTSPEED

Lightspeed is a cloud-based POS system for small to medium retailers. The system can be outfitted to use iPads and iPod Touches as registers.

**Contact: 866-932-1801. URL: [www.lightspeedhq.com](http://www.lightspeedhq.com)**

### → LIVEPOS

Robust cloud-based POS system capable of working in multiple locations and even across entire franchises. Manager inventory, customers, employees and much more across multiple outlets with a click of the mouse. Create specific Access Levels for your store managers, employees, and even your accountant.

**Contact: 888-884-9224. URL: [www.livepos.com](http://www.livepos.com)**

## → THE MERCHANT SOLUTIONS

Supplies solutions and technology to handle credit card, debit card, EBT, gift card, ATM and check acceptance. New features recently added to their POS system include digital signage and online ordering.

**Contact:** 888-707-2836. **URL:** [www.themercantsolutions.com](http://www.themercantsolutions.com)

## → MICROSOFT DYNAMICS

Optimize your financials and operations to drive growth and make real-time, data-driven decisions, all with this enterprise business software application. Cloud-connected.

**Contact:** 888-477-7989.

**URL:** [www.microsoft.com/en-us/dynamics365/home](http://www.microsoft.com/en-us/dynamics365/home)

## → MPOWER BEVERAGE

POS software designed specifically for liquor stores of all sizes. They sell their mPower Beverage system directly to all of their liquor store customers without the use of re-sellers.

**Contact:** 972-234-5884. **URL:** [www.mpowerbeverage.com](http://www.mpowerbeverage.com)

## → NCR CORPORATION

Provides solutions encompassing software, hardware, services and expert consultation to almost every kind of retail business.

**Contact:** 800-262-7782. **URL:** [www.ncr.com/retail](http://www.ncr.com/retail)

## → NETSUITE

Netsuite is a cloud-based, multi-channel retail management system that integrates POS, ecommerce, CRM and marketing, merchandising, warehouse management and finances.

**Contact:** 877-638-7848. **URL:** [www.netsuite.com](http://www.netsuite.com)

## → NCR SILVER

Their bundle package, Total by NCR Silver, includes all hardware, software and service needed for a total POS system. Cloud-based iPad system.

**Contact:** 877-630-9711. **URL:** [www.ncrsilver.com](http://www.ncrsilver.com)

## → POSGUYS

Complete POS system that offers different packages tailored towards small, mid-sized or large businesses. All of their complete retail systems are fully customizable to meet the specific needs of your business.

**Contact:** 800-903-6571. **URL:** [www.posguys.com](http://www.posguys.com)

## → PROPHETLINE

Software solutions that can manage point of sale functions, order processing, accounting, billing, customer tracking and inventory control for multi-store, multi-state retail chains.

**Contact:** 800-875-6592. **URL:** [www.prophetline.com](http://www.prophetline.com)

## → RETAIL INFORMATION TECHNOLOGY ENTERPRISES (RITE)

A provider of Microsoft Dynamics Retail Management System, offering retail POS software, retail hardened POS computer hardware, retail-hardened POS peripherals, software customizations and plug-ins, professional installation, training, and ongoing support and maintenance.

**Contact:** 888-267-RITE(7483). **URL:** [www.rite.us](http://www.rite.us)

## → RETAIL PRO

Retail management software designed for specialty retail with a feature rich front POS, store operations, and back office applications with additional in-depth reporting and analytics.

**Contact:** 916-605-7200. **URL:** [www.retailpro.com](http://www.retailpro.com)

## → SAGE

Sage North America specializes in business-management software and services for small- and mid-sized businesses.

**Contact:** 866-705-7243. **URL:** [www.sage.com](http://www.sage.com)

## → SAP

From accounting and CRM to project management, run your business end-to-end on one secure cloud suite.

**Contact:** 1-800-872-1727. **URL:** [www.sap-smb.com](http://www.sap-smb.com)



## → SHOPKEEP

Developed by a wine retailer, ShopKeep POS is a complete iPad point-of-sale (POS) system, hardware and software.

**Contact:** 800-820-9814. **URL:** [www.shopkeep.com](http://www.shopkeep.com)

## → SQUARE FOR RETAIL

Square for Retail is a new set of integrated tools from Square purpose-built for retail businesses. Get access to all Square Point of Sale features, plus a package of more-powerful tools.

**URL:** [www.squareup.com](http://www.squareup.com)

## → SYSTEMS TECHNOLOGY GROUP

Partners with Toshiba in providing POS solutions, including POS hardware, POS software and services. Multiple integrated channels: the web, mobile, social media and phone as well.

**Contact:** 716-821-9808. **URL:** [www.stgpos.com](http://www.stgpos.com)

## → TIGER POS

A POS software system designed by alcohol retailers specifically for alcohol retail. Each item can be purchased and sold by various pack sizes. Create relationships among singles, 6-packs, 12-packs and cases. They have developed a solution to sell and track mix-six packs. Reduce shrinkage with detailed exception reports by employees.

**Contact:** 866-611-9837. **URL:** [www.tigerpos.com](http://www.tigerpos.com)

## → TIGER POS

A POS software system designed by alcohol retailers specifically for alcohol retail. Each item can be purchased and sold by various pack sizes. Create relationships among singles, 6-packs, 12-packs and cases. They have developed a solution to sell and track mix-six packs. Reduce shrinkage with detailed exception reports by employees.

**Contact:** 866-611-9837. **URL:** [www.tigerpos.com](http://www.tigerpos.com)

## → VEND

Vend is retail POS software, inventory management, ecommerce and customer loyalty for iPad, Mac and PC.

**Contact:** 844-814-5409. **URL:** [www.vendhq.com](http://www.vendhq.com)

## → VISION

Tools for inventory control, point-of-sale and custom reporting for your retail liquor store or wine shop.

**Contact:** 732-223-0909. **URL:** [www.winepros.com](http://www.winepros.com)

## → WINDWARD SOFTWARE

POS, accounting and inventory management software designed specifically for the liquor store and winery industries.

**Contact:** 716-821-9808. **URL:** [www.windwardsoftware.com](http://www.windwardsoftware.com)



## ECOMMERCE

### → ATLANTIC SYSTEMS INC.

The company's Spirits Web Polling feature allows internet businesses to fully automate the ability to upload products to websites and download orders directly into Spirits. Eliminating the need to manually enter online orders.

**Contact: 732-280-6616. URL: [www.atlanticsystemsinc.com](http://www.atlanticsystemsinc.com)**

### → BIGCOMMERCE

Showcase brands and products on their responsive templates. Choose from high-converting online store themes designed especially for major ecommerce industries. Or create your website from scratch in their website builder program. An all-in-one marketing and e-commerce platform that includes SEO, tools to create eye-catching online stores, and more than 100 built-in marketing tools that make it easy to sell on mobile, Facebook and eBay.

**Contact: 1-888-248-9325. URL: [www.bigcommerce.com](http://www.bigcommerce.com)**

### → BINDO

One-click setup instantly puts your products online and lets shoppers buy them via the Bindo Market app and website. Comprehensive yet easy-to-understand data across all devices. Sales summary reports. Income statement analysis. Side-by-side product comparison. Historical sales data comparison. Exportable spreadsheets.

**Contact: 800-692-4636. URL: [www.bindopos.com/en/](http://www.bindopos.com/en/)**

### → CASHIERLIVE

Integrated with BigCommerce. When you add BigCommerce to your Cashier Live account, inventory will transfer over with the push of a button.

**Contact: 877-312-1750. URL: [ww2.cashierlive.com](http://ww2.cashierlive.com)**

### → CLOVER

Automatically connects with Clover POS. Clover Online offers a variety of professionally designed website templates.

**Contact: 855-853-8340. URL: [www.clover.com](http://www.clover.com)**

### → DRYNC

Drync's mobile platform for beverage alcohol retailers allows them to have their own app, branded entirely to their store. Market freely to customers on mobile. Offer delivery on your terms.

**URL: [www.drync.com](http://www.drync.com).**

### → EDGEPOS

Allows you to accept credit cards and electronic checks from websites. Create a seamless customer experience on your website by offering more payment options, security features and easier integration.

**Contact: 970-800-2890. URL: [www.gosilveredge.com](http://www.gosilveredge.com)**

### → EPOS

ePOS Now integrate with websites and online stores through our app store, which allows connections to hundreds of online services. Integration allows your website to stay synchronized with the ePOS Now Back Office, ensuring your online store is connected to your physical store.

**Contact: 855-434-3767. URL: [www.eposnow.com/us](http://www.eposnow.com/us)**

### → ERPLY

Product management and inventory replenishment is done in one place. Receive orders from sales representatives, physical stores, phone sales, email, e-commerce channels to one centralized inventory management system. Keep inventory in sync across all channels.

**Contact: 855-463-7759. URL: [www.erply.com](http://www.erply.com)**

### → HARBORTOUCH

Process transactions over the Internet using their secure payment gateway: Authorize.Net. This e-commerce solution integrates with your existing website.

**Contact: 800-201-0461. URL: [www.harbertouch.com](http://www.harbertouch.com)**

### → ICONNECT

Their eCommerce solution is synced with your iConnect POS account, so customers can make purchases online and in-store. Inventory is automatically updated and synced to your account no matter where a sale is made.

**Contact: 408-898-3217. URL: [www.icconnectpos.com](http://www.icconnectpos.com)**

### → LIGHTSPEED

Create your online store with marketing, design and sales tools. Customize your checkout.

**Contact: 866-932-1801. URL: [www.lightspeedhq.com](http://www.lightspeedhq.com)**

### → THE MERCHANT SOLUTIONS

Process debit and credit card payments online in a secure, real-time environment. Compatible with many existing shopping carts, TMS payment gateway solution will authenticate customers in real-time, reducing the risk of fraudulent transactions.

**Contact: 888-707-2836. URL: [www.themercantsolutions.com](http://www.themercantsolutions.com)**

### → MPOWER BEVERAGE

mPower Beverage's POS software open architecture provides the ability to integrate with new or existing e-commerce websites.

**Contact: 972-234-5884. URL: [www.mpowerbeverage.com](http://www.mpowerbeverage.com)**

### → NCR CORPORATION

View on-line activity through the point-of-sale. Automatically manage your inventory. Enable the same promotions across channels.

**Contact: 800-262-7782. URL: [www.ncr.com/retail](http://www.ncr.com/retail)**

### → NETSUITE

Rapidly create mobile, web and in-store experiences. Powered by SuiteCommerce.

**Contact: 877-638-7848. URL: [www.netsuite.com](http://www.netsuite.com)**

### → NCR SILVER

NCR Silver App takes mobile payments and features intuitive sales reporting, loyalty rewards, and other business management options.

**Contact: 877-630-9711. URL: [www.ncrsilver.com](http://www.ncrsilver.com)**

### → SAGE

Sage One enables you to manage business finances on your mobile device: iPhone, iPad or tablet. With Sage Live, you can use your tablet or smartphone to review flash reports and communicate with colleagues.

**Contact: 866-705-7243. URL: [www.sage.com](http://www.sage.com)**

### → SELLR

A Sellr website puts your products at the forefront so customers easily see what is available in your store. It includes features like content editor and page builder, latest modern code and design, custom branding and colors.

**Contact: 888-662-8347. URL: [www.getsellr.com](http://www.getsellr.com)**

### → SHOPKEEP

Know your top-selling items, and which departments to expand, with detailed reporting on your digital devices.

**Contact: 800-820-9814. URL: [www.shopkeep.com](http://www.shopkeep.com)**

### → SQUARE FOR RETAIL

With their website-building partners and APIs, you can build your online store and accept payments online through Square.

**URL: [www.squareup.com](http://www.squareup.com).**

### → VEND

With one login, all of your reports are in one place, with seamless inventory syncing. Choose a website design from one of several themes on their growing Theme Store, designed with mobile and tablets in mind. Customize the look of your online store and add pages whenever you want.

**Contact: 844-814-5409. URL: [www.vendhq.com](http://www.vendhq.com).**

### → WEEBLY

Build customizable websites through drag-and-drop. Sell online Complete platform to manage inventory, track orders and handle taxes. Built-in marketing.

**URL: [www.weebly.com](http://www.weebly.com)**

## → WINEFETCH

A fully customizable, SEO-friendly, PCI compliant, mobile-optimized, and secure e-commerce website. Secure checkout via Apple Pay.

**URL:** [www.winefetch.com/retailers/](http://www.winefetch.com/retailers/)

## → WINDWARD SOFTWARE

A Windward e-commerce website has customizable e-cart software solutions. Software package that integrates your online and offline businesses.

**Contact:** 716-821-9808. **URL:** [www.windwardsoftware.com](http://www.windwardsoftware.com)

# LOYALTY AND COMMUNICATIONS PROGRAMS

## → ACCUPOS

From their website: "Make more money per customer by leveraging options such as loyalty point programs and seamless email collection & marketing."

**Contact:** 800-906-5010. **URL:** [www.accupos.com](http://www.accupos.com)

## → BINDO

An integrated CRM system that updates real-time wherever, with one-click customer analytics comparisons. Customer directory. Feedback. Gift cards. Store credit. Reward programs. Analytics.

**Contact:** 800-692-4636. **URL:** [www.bindopos.com/en/](http://www.bindopos.com/en/)

## → CAP SOFTWARE

Their SellWise Pro system includes marketing and e-mail data to help grow businesses, and loyalty, layaway, gift cards and more options to increase sales.

**Contact:** 800-826-5009. **URL:** [www.capretail.com](http://www.capretail.com)

## → CASHIERLIVE

Keeps track of your loyal customer base so you can offer them discounts and promotions.

**Contact:** 877-312-1750. **URL:** [ww2.cashierlive.com](http://ww2.cashierlive.com)

## → CLOVER

Create customer profiles and lists. See buying trends. Create promos and send them to specific customers or groups. Post offers to social media.

**Contact:** 855-853-8340. **URL:** [www.clover.com](http://www.clover.com)

## → CONSTANT CONTACT

With Constant Contact, you can create email marketing and other online marketing campaigns.

**Contact:** 855-783-2308

## → DSMART

The DSMART SmartRegister system includes two monitors: a touchscreen monitor for the store owner/clerk and a large widescreen monitor facing the customer. The clerk enters each transaction, processes financial services and receives payment on one side. On the other screen, customers watch their transactions and at the same time see custom-designed ads based on their purchases and ads for services in their immediate surrounding areas. Promotional offers relating to the ads can be printed on the receipt at the end of each sale.

**Contact:** 855-853-8340. **URL:** [www.clover.com](http://www.clover.com)

## → EDGEPOS

Automated marketing reminders to customers before, during and after the sale to generate more business. Messages are specifically tailored to address new customers, top customers and infrequent customers. Upload your coupon, specify targets, set time limits for redemption and BuyFi will distribute it to the right customer segments.

**Contact:** 970-800-2890. **URL:** [www.gosilveredge.com](http://www.gosilveredge.com)

## → EPOS

Through the loyalty module provide customers with branded loyalty cards, allowing your customers to collect points for their purchases and receive preferential pricing, to encourage repeat business and drive brand loyalty and awareness.

**Contact:** 855-434-3767. **URL:** [www.eposnow.com/us](http://www.eposnow.com/us)

## → ERPLY

Add new customers at POS to begin tracking; previous customer lists can be imported from legacy system. Create and track gift cards right in ERPLY, no third party software needed. Define loyalty-points rules and create promotional incentives. Send receipts, quotes or any other sales document directly to customers via email.

**Contact:** 855-463-7759. **URL:** [www.erply.com](http://www.erply.com)

## → HARBORTOUCH

Offers customized, full-color gift cards. Choose from a broad selection of professionally designed card templates or produce your own cards with custom artwork and images. An online interface allows you to select a template or upload your own image and then customize the cards according to your business requirements.

**Contact:** 800-201-0461. **URL:** [www.harbortouch.com](http://www.harbortouch.com)

## → ICONNECT

Customers can sign into the customer display app using an account that is unique to your business. A fully customized experience allows you to tailor marketing and promotions to customers based on their behavior and preferences. Maintain an up-to-date customer database to help streamline marketing efforts.

**Contact:** 408-898-3217. **URL:** [www.iconnectpos.com](http://www.iconnectpos.com)

## → LIGHTSPEED

Engage in multi-channel marketing. Create email campaigns, allow customers to post reviews and integrate with Facebook.

**Contact:** 866-932-1801. **URL:** [www.lightspeedhq.com](http://www.lightspeedhq.com)

## → LIVEPOS

Automatically collect and sort customer data. Integrates with Mailchimp and Constant Contact for CRM email blasts.

**Contact:** 888-884-9224. **URL:** [www.livepos.com](http://www.livepos.com)

## → MAILCHIMP

MailChimp provides marketing automation for e-commerce businesses. Send emails, connect your e-commerce store, advertise and build your brand.

**Contact:** 855-783-2308. **URL:** [www.mailchimp.com](http://www.mailchimp.com)

## → MAIN STREET HUB

Social media marketing company specializing in helping local businesses that will manage your presence on all the social networks your customers care about.

**URL:** [www.mainstreethub.com](http://www.mainstreethub.com)

## → THE MERCHANT SOLUTIONS

End-to-end solution including loyalty program management, gift card production and customer service.

**Contact:** 888-707-2836. **URL:** [www.themerchantsolutions.com](http://www.themerchantsolutions.com)

## → MPOWER BEVERAGE

Keep track of points or dollars spent. Give higher points to customers for different categories and departments. Provide rewards cards to customers to easily scan them into transactions.

**Contact:** 972-234-5884. **URL:** [www.mpowerbeverage.com](http://www.mpowerbeverage.com)

## → NCR CORPORATION

Learn from customer behavior to understand what they'll be looking for in your store. Send a customer an offer via mobile, and remind them about it when they're in your store.

**Contact:** 800-262-7782. **URL:** [www.ncr.com/retail](http://www.ncr.com/retail)

## → NCR SILVER

After your campaigns, you can view automated reports that include the performance of your marketing emails. NCR Silver also offers instant social sharing on Facebook and Twitter to save you time.

**Contact:** 877-630-9711. **URL:** [www.ncrsilver.com](http://www.ncrsilver.com)



### → POSGUYS

Offers customizable gift-card printing.

**Contact:** 800-903-6571.

**URL:** [www.posguys.com](http://www.posguys.com)

### → PROPHETLINE

Create customer loyalty clubs and programs. Notify customers when special orders are received. Gift cards.

**Contact:** 800-875-6592.

**URL:** [www.prophetline.com](http://www.prophetline.com)

### → SAGE

Sage CRM provides you with end-to-end visibility of your business and a single view of your customer. Create and execute targeted campaigns using information drawn from across your business.

**Contact:** 866-705-7243. **URL:** [www.sage.com](http://www.sage.com)

### → SELLR

Scan a products UPC on this app to instantly promote content on your website, social media and in-store displays. Hundreds of thousands of products and descriptions already uploaded into its library.

**Contact:** 888-662-8347.

**URL:** [www.getsellr.com](http://www.getsellr.com)

### → SHOPKEEP

Email marketing: offer email receipts to your customers at checkout to increase your email list. Customize email receipts with your logo and trackable links to your social profiles. Advertise upcoming events and special offers.

**Contact:** 800-820-9814.

**URL:** [www.shopkeep.com](http://www.shopkeep.com)

### → SQUARE FOR RETAIL

Square automatically collects customer information to build a customer directory. Send email marketing campaigns, respond to feedback from customers and run your own customized loyalty program.

**URL:** [www.squareup.com](http://www.squareup.com).

### → VEND

Switch on the customer loyalty feature and every qualifying purchase earns loyalty. New customers are automatically added into the program.

**Contact:** 844-814-5409. **URL:** [www.vendhq.com](http://www.vendhq.com).

### → WEEBLY

Simplified email marketing that syncs with your site and store. Engage customers and promote your brand with emails you design and send in minutes.

**URL:** [www.weebly.com](http://www.weebly.com).

### → WINEFETCH

Integrated marketing and promotional tools including an email newsletter engine, flexible promotion codes, event calendar and wine clubs. Data mining tools enable stores to send individualized offers to both in-store and online customers based on location and purchase history.

**URL:** [www.winefetch.com/retailers/](http://www.winefetch.com/retailers/).

### → WINDWARD SOFTWARE

Windward's Retail System offers full compatibility for an integrated membership software program. Sell memberships to your customers at the POS to reward them accordingly.

**Contact:** 716-821-9808.

**URL:** [www.windwardsoftware.com](http://www.windwardsoftware.com)

## DIGITAL DELIVERY APPS

### → DELIV

Deliv is a Menlo Park-based, crowd-sourced, same-day delivery startup.

**URL:** [www.deliv.co](http://www.deliv.co)

### → DRIZLY

An alcohol e-commerce platform operating in 70 cities. Delivers wine, beer or liquor to customers' doors in under an hour. The nation's largest digital alcohol delivery service.

**URL:** [www.drizly.com](http://www.drizly.com)

### → DRYNC

Drync's mobile POS platform for beverage alcohol retailers allows them to have their own app, branded entirely to their store. Market freely to customers on mobile. Offer delivery on your terms.

**URL:** [www.drync.com](http://www.drync.com)

### → MINIBAR

Minibar Delivery partners with stores to provide consumers with order wine, spirits, beer and more. Now in more than 35 cities.

**URL:** [www.minibardelivery.com](http://www.minibardelivery.com)

### → SWILL

Guarantees delivery in under an hour. Currently in 15 cities.

**URL:** [www.getswill.com](http://www.getswill.com)

### → THIRSTIE

On-demand delivery is available with the Thirstie app when you're on the go. Available in 10 cities and growing.

**URL:** [www.thirstie.com](http://www.thirstie.com)

## ID CHECKERS

### → VIAGE VERIFIER

CardCom Technology introduces an efficient solution for ID security - the ViAge series. We have brought the CAV-2000 and CAV-3000 series, covering the five sets of different functions, to offer diversity in ID security solutions. We have both high and low-end ViAge ID solution for you with vital features such as data capturing, quick and accurate reading, date of birth and portability. For POS scanning and ID verification together, the CAV-3200 is able to read RSS, UPC, UCC/EAN, and CS symbology, magnetic stripe, 1D & 2D barcode.

**Contact:** 562-943-6300. **URL:** [www.ViAge.com](http://www.ViAge.com).

### → AGEVISOR TOUCH ID SCANNER

AgeVisor Touch is made for C-Stores, Liquor Stores, bars, night clubs, vapor shops, marijuana dispensaries, member clubs or any business checking customer age while building customer relationships. The AgeVisor Touch easily reads, records and calculates age for IDs from all 50 states, Canada, and Military IDs while updating a customer relationship database. The third generation stationary age verification ID scanner includes features such as large intuitive color touch screen display, verbal or audible warnings, wall or countertop mounting options, customer visit counters, on-screen reporting, customer relationship management features like tagging (VIP/Banned), email and phone capture and advanced database management features.

**Contact:** 800-574-5034. **URL:** [www.idscanner.com](http://www.idscanner.com).

### → CROWN SECURITY PRODUCTS

The ID-E-01 terminal has an extremely bright, oversized display, ideal for all light conditions (even complete darkness). Displays a variety of information about the customer, such as name, age, D.O.B, address, etc. Stores up to 4,000 records, ready for immediate download with optional compliance software.

**Contact:** 800-914-9191. **URL:** [www.CrownSecurityProducts.com](http://www.CrownSecurityProducts.com).

### → INTELLICHECK

Retail ID Online was designed for retailers, by retailers. Retail ID Online was designed with extensive input from retail customers who include some of the nation's most successful, highly recognized brands. The result is a solution specifically designed for online threat identification and fraud prevention. Retail ID Online instantly and accurately authenticates a buyer's identification documents such as driver licenses. Unlike other anti-counterfeit technologies, Retail ID Online works with ID cards that are degraded due to exposure to the effects of sunlight, washing machine cycles or normal, daily wear and tear.

**Contact:** (516) 992 - 1900. **URL:** [www.Intellicheck.com](http://www.Intellicheck.com).