

POINT OF VIEW

Powerfully Simple Point of Sale



INSIDE THIS ISSUE:

New Tech

Taming the Titan

Executive Perspective

Mapping your journey

Vantiv Award

Paladin receives Race to 100 Award

Loyalty Programs

Make every customer feel like a VIP

Business of Excellence

Butler Lumber

Paladin Tech Buzz

The Fantastic Four of credit card security

Upcoming Events

Markets near you

Double Whammy - Benefiting from Cross-Promotion

Cross-promotions are all around. A McDonalds Happy Meal often comes with current Disney-related action figure. You hear phrases like, “official candy bar of the NFL” or “official soft drink of Major League Baseball.” These are examples of how well-known companies work together to increase their reach into each other’s markets. Cross-promotions allow companies to share the cost of the promotion and benefit from the reputation and credibility of their partner. This strategy can certainly work just as well for you.

When putting together a successful cross-promotion there are a few things to consider:

- Partners should be in non-competing businesses
- You and your potential partner should have a similar target market
- Both parties should understand what each can bring to the promotion

There should be a natural fit between both businesses. A coffee lounge and local bakery could be a great pairing. A tavern and day care center... probably not a good idea. Here are a few examples to get you thinking creatively.

A pharmacy might partner with a cosmetology school for a makeovers using stocked products. Extend invitations your target demographic.

A local hardware store might promote their latest line of grills and grilling accessories by working with a company that produces sauces,



and marinades for meat. Live cooking demonstrations by a grilling expert show how easy and fun grilling is and samples of the freshly grilled meats give onlookers a taste of the finished product. Bundle grilling supplies with the sauces for a compelling special deal.

To sell more first aid kits and supplies, work with the local chapter of the American Red Cross, Girl/Boy Scouts, or a local rescue group to give live demonstrations of the correct way to dress common injuries. Put together a specially priced kit of first-aid and survival items tailored to the possible hazards in your region.

Joining forces through cross-promotion campaigns will benefit both parties. Working together, you can make the most of marketing dollars and generate awareness for yourself and your marketing partner.

By George Maginnis

Integrating with Avalara and Microsoft Dynamics GP

Paladin has joined with Avalara to make taxes less taxing. AvaTax by Avalara combines real-time tax calculation and fully automated sales tax compliance for your business. AvaTax is constantly monitoring every change to the tax laws or rates in 12,000 tax jurisdictions, so your business is always collecting the right tax at the right time. AvaTax can even produce on-demand, up-to-date reports showing how much is owed to any city, county, or state where you

do business. Paladin has also integrated with Microsoft Dynamics GP to streamline your accounting. When you issue a purchase order, Paladin generates a Payables Transaction Entry in Microsoft Dynamics GP. You can quickly reconcile purchase orders with invoices, reduce keystroke errors, and increase accuracy in real-time cash forecasting. You’ll have the data you need to make the right decisions for business.

By George Maginnis

TURBO TIP

“The key to being a good manager is keeping the people who hate you away from those who are still undecided.”

Casey Stengel

New Tech - Taming the Titan



There are many reasons why you might want to pick up and learn a new piece of technology. Perhaps you want to learn a new skill, do a job more efficiently, or have a better way to stay in touch with friends or family. The piece of technology you choose may be able to do a lot of things. You probably don't need to master each and every one. You may only need to acquire enough knowledge to accomplish a short list of tasks. After all, you don't have to know how to build a watch to tell time.

Permission to fail

This is a gift you give yourself. You are inevitably going to try things that will not work in the way you intended. That's okay. It's part of the process. It's highly unlikely you will cause a calamity so terrible that it can't be easily undone. Much can be learned from every failure. If something does go wrong, you'll learn never to do that again!

Question authority

If you have a tutor, mentor, or instructor to guide you, don't be afraid to ask

questions. Ask until you get a satisfactory answer. If you don't ask you may be setting yourself up for failure in the future. The worst possible question is the one that was not asked. Paladin's customer service department is ready to answer all your questions by phone or email. Paladin also offers on-site training through our BizServices™ program.

Find your inner Magellan

After you get some of the basics down, strike out on your own and explore a little every day to get comfortable with what you've learned. You probably picked up more than you think. A little success while flying solo will build confidence and inspire you to learn more about how this new technology can serve you.

And finally, be patient

Learning anything takes time and practice. Don't be in a hurry. All the skills you have now required some level of dedication and focus for you to become proficient. Give yourself as much time as you need to succeed.

By George Maginnis

Executive Perspective: Mapping Your Technology Journey

The great promise of any technology is to somehow enrich our lives...

...To make us more efficient, productive, and connected, allow us to explore new things, or to have more inventive ways to spend our leisure time. The internet has given users access to amazing amounts of information. Mobile devices connect users to that same information anywhere, anytime. In order to take advantage of our increasingly connected world, it's important to embrace the idea that technology is here to stay and to figure out a way to make it work for you.

Before you begin your search, have a clear idea of your own objectives. Are you looking for a new way to connect with customers? Greater efficiency in your business? Better collaboration with members of your organization? When you understand your needs, it becomes much easier to sift through all the possible options and find the solution that works for you.



Ryan Dunn
 Assistant Manager

When you understand your needs, it becomes much easier to sift through all the possible options and find the solution that works for you.

When you find that silver bullet, devote the time and resources to put this new technology to work. For example, social media runs on a steady stream of fresh content. If you decide to invest your energy into reaching out to customers via social media, devote the necessary time and creativity into producing articles and images of interest to the people you are trying to reach. Throughout the process of learning, keep in mind the benefits you hope to gain. Above all, take your time, be patient, make mistakes, learn from them, and keep moving forward.

Paladin Receives the Vantiv Award



As a tribute to our ongoing efforts to make credit card transactions as secure as possible for their clients, Paladin Data Corp has been recognized by Vantiv payment processing for participation in the “Race to 100” competition. Points were awarded to participants for meeting a variety of requirements including:

- Quality Integrated Reseller (QIR) certification
- Payment Application Data Security Standard (PA-DSS) certification
- Creation of events, marketing materials, and webinars promoting

increased security solutions to customers.

- Adding new customers using secure payment processing

Vantiv sponsored the competition to encourage point of sale partners to make their clients aware of enhanced payment security options such as: the new EMV chip enabled credit cards with signature authorization, the benefits of End-to-End (E2E) data encryption, and security compliance process simplification. The goal is to reduce the amount of credit card fraud at every step of the approval process and give retailers assurance that their business is protected in the event of a security attack.

Adoption of the of EMV chip enabled cards has been going on in other parts of the world for some time. The United States is one of the final countries to adopt this new technology. Enhanced security and the dramatic reduction in fraudulent credit card purchases will make this new system well worth the investment.

By George Maginnis

Business of Excellence

Company:

Butler Lumber, Pipe, and Stone

Owner: Ron Star

Location: Maynard, MA

Years in Business: 43

Butler Lumber, Pipe, and Stone is a family-owned business located in Maynard, Massachusetts, 25 miles west of Boston. In addition to lumber, pipe, and stone, they carry a variety of hardware, tools, and complete septic systems.

Being a local business with a long history in the community sets them apart from their competition. Great customer service, quality products, competitive pricing, and a staff with deep product knowledge, keep their customers coming back year after year.

The biggest challenge they currently face is finding suppliers that will sell to them in smaller quantities. A lot of time is spent looking for new suppliers and arranging co-op purchases with other retailers when possible. As more small hardware retailers in the area close their doors, this second solution proves more difficult. Butler Lumber uses Paladin’s Suggested Ordering feature to keep the right balance of product on hand.

Best Advice:

“Build your reputation on a knowledgeable staff, sell the best products available, and provide great customer service. Above all, be consistent.”

By George Maginnis

Every Customer is a VIP with a Loyalty Program

Considering a rewards program at your business but don't know where to start?

One of the many benefits to being a client of Paladin Data is access to our Rich Rewards customer loyalty program.

We make it easy to get your program up and running:

- Royalty-free program with no annual fee
- One time set up charge
- Membership cards, key tags, signage, application forms; everything you need to run your program is affordable and available on the Paladin web store.
- Custom branding available

Build customer loyalty by offering your rewards customers special discounts, sale reminders, members-only coupons, and invitations to members-only events.



Increase customer retention by giving them a sense that they belong to a select group and engage with them in a meaningful way.

Create a better shopping experience

for customers and sales staff by having quick access to all past purchases.

Keep customers coming back by putting a reminder in their pocket. Offer the standard rewards card, or a combo rewards card/key tag.

Loyalty programs are an effective marketing tool that is beneficial to you and your customers. Plus, a customer that feels appreciated is more likely to recommend your business to others.

Call 800-725-2346 to get started on your own rewards program today.

By George Maginnis

Paladin Tech Buzz



The Fantastic Four of Small Business Credit Card Security

Credit card security breaches at large retail companies are headline news. Public relations departments, lawyers, and consultants spring into action to control the damage. You might be surprised to know that 80% of all attacks are directed at small to medium-sized businesses. A data breach can cost you thousands in fines and penalties, ruin customer confidence, open your company to litigation, and prevent you from running your business. To make matters worse, as of October 1, 2015 the liability for fraudulent purchases lands squarely on the shoulders of the merchant.



EMV or "chip cards" use an embedded microchip to store user data instead of a magnetic strip. The microchips make it harder for credit thieves to create counterfeit or cloned cards.

Encryption and tokenization are technologies that can keep credit card data out of the hands of credit card villains. Tokenization masks the credit card data the moment it is read from the chip in the card.

The tokenization process converts the card data into randomly generated alphanumeric values (both numbers and letters). This token is assigned only to the merchant. The token would be useless if another business or individual attempted to use it. Because a token isn't actually a credit card number, the merchant is allowed to store the information and have it on-hand to speed up the check-out process for future purchases. Encryption encodes transaction data while it moves from the card reader, to the card processor, and back again. It is difficult to decode encrypted data without the encryption key. Even if the encryption is broken by a hacker, he will find only tokenized data inside, putting an end to his evil scheme.

PCI compliance is required by any company that takes credit cards. Conforming to Payment Card Industry Data Security Standards (PCI DSS) is an ongoing process. Your system must be able to handle sensitive data, be connected to a secure network, and much more. Using a compliance assistance service will make your life much easier. PCI Assist, provided by Vantiv, furnishes tools necessary to bring your system into compliance, scan your system for potential problems, and monitor your network.

Insure against the worst-case scenario. If your system is compromised, it could be devastating to your business. Financial protection is available from some credit card processors. For example, Breach Assist, also by Vantiv, will provide financial assistance to help your business rebound if your customer data is stolen. There may be financial assistance available to cover part or all of the cost of post-breach upgrades to hardware. For more information on security products offered by Vantiv, go to: <https://www.vantiv.com/instore-payments/omnishield-assure>

Protect yourself, your business, and your customers from fraud throughout the credit card approval process. Contact your credit card processor to find out if these options are available to you.

By George Maginnis

Upcoming Events

Paladin will be attending the following events. To arrange a visit, please email us at sales@paladinpointofsale.com

Cardinal Health Market

July 21-23 | Chicago, IL

World and Main Fall Market

July 28-30 | Houston, TX

Ace Fall Market - **FREE USER MEETING (tentative)**

Aug 18-20 | Chicago, IL

Orgill Fall Market - **FREE USER MEETING**

August 25-27 | Las Vegas, NV

Jensen Market

Sept 14-16 | Spokane, WA

Bostwick-Braun Market

Sept 22-24 | Toledo, OH



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Paladin being used in
your store?

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