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Retail **NOW** 2022

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- **Legally Speaking: Confidential Customer Information**
- **Expo Wrap-Up: What Was Hot at RetailNOW 2022**
- **ISV: “Our Developers are 20% More Productive” Working Virtually**

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IN THE NEWS

Our members have news to share

- NGAF Provides Leadership on Nutrition Incentive Capability Document
- Star Micronics Introduces the TSP143IVUE, the first model of the 4th generation of the TSP100 series
- Window World® Streamlines Payment Operations with PayLink® by Payment Logistics®
- TRG Earns Certification as a PCI-Validated Point-to-Point Encryption Solution Provider
- Retail Management Hero Expands Omnichannel Customer Engagement Capabilities with PlaceFull Acquisition
- PAR Technology Join Forces with Jolt to Bring Powerful Performance Management to Brink POS
- Wnet Welcomes its 2022 Executive Team, Board of Directors and President's Advisory Council
- PayFacto Consolidates its Leadership Position with an Integrated Solution for Restaurants



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Our Industry's Best Path Forward: Extreme Connectivity

Everyone in our channel has taken a crash course on change management over the past few years – whether we've been ready for it or not.

And this summer, we witnessed industry change firsthand at RetailNOW® 2022, held July 24-26 in Orlando. About 1,500 retail IT professionals descended on the Gaylord Palms – numbers in line with pre-pandemic show attendance – but the attendee makeup was markedly different.

Payments have dominated our channel for the past decade, but this year we saw a greater variety of vendor offerings. Only 13% of RetailNOW 2022 exhibitors were payments-focused, while nearly 50% of those with a booth were ISVs. Furthermore, the show floor expanded from 111 booths in 2021 to 168 this year, selling out the expo hall weeks before the event's start.

A total of 49 first-time exhibitors participated this year, and based on our post-show conversations, they plan to be back for RetailNOW 2023 in a big way. Many of them have inquired about (and reserved) a larger booth for next year. Of course, this is great news for the RSPA sales team, but I think it's even better news for our reseller members.

ONE-STOP SHOPPING FOR TOTAL SOLUTION PROVIDERS

Every reseller and VAR/ISV hybrid I talked with at RetailNOW was excited about the new partnership opportunities they were seeing. They viewed the show as one-stop shopping to help them transform into a total solution provider – something they and their merchants have desired for years.

Compare that to five or six years ago when I chatted with a dealer on the RetailNOW show floor about expanding his portfolio and transitioning to the as-a-Service business model. He bristled at my question. "I'm just a POS guy," he said. "I know cash registers, and that's what I'm sticking with."

I didn't see that dealer this year or see anybody like him in Orlando.

The VARs who make up today's RSPA membership are sophisticated from both a technology perspective and a business perspective. Many of them offer more tech and services than ever, enabling them to remain independent, not reliant on one provider for all their revenue. And they want as many of these products as possible delivered via subscription because MRR (monthly recurring revenue) builds the value of their business.

ISVs benefit as well from what one attendee called "RSPA 2.0." Because half the show floor featured software companies who could not only work with resellers but integrate with each other, we saw exhibitors visiting other booths to discuss how they could multiply each other's go-to-market abilities.

ONE COMMUNITY, POWERFUL AND PROTECTED

Our industry has always been interconnected, but to me, this is the dawn of extreme connectivity. How does our community fight off giant channel-unfriendly players who spend millions marketing their beautiful yet simplistic POS systems? We do it by working together to create personalized, niche-focused technology and service offerings those big boys can't compete with.

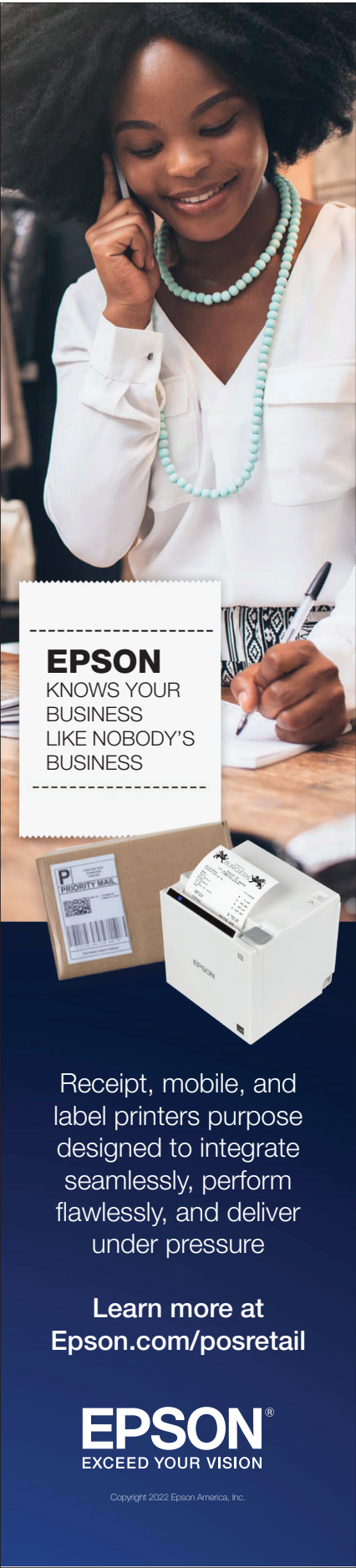
When I was on the RetailNOW main stage during the general session, I shared that when we spread our fingers apart, our hands don't have much power and it's easy to get injured. But when we make a fist, when we band together and work as one community, we're powerful and protected.

RetailNOW 2022 set the stage for a new-and-improved retail IT channel ecosystem we can all benefit from. It's time for us to leap forward – together.



Jim Roddy

Jim Roddy
President and CEO, RSPA



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By Jill Miller,
RSPA General
Counsel

RetailNOW 2022 was everything I hoped it would be for the RSPA community. Personally, I was able to meet a large number of members as I attended many of the sessions and social hours and walked the tradeshow floor. I had the opportunity to address the membership at the General Session, and for those of you unable to attend the show in person, set forth below is a recap of my remarks.

RSPA MEMBER LEGAL BENEFIT

The RSPA website (www.GoRSPA.org) provides its members with access to dozens of form documents to be used in their business. These forms are made available in the resources section of the RSPA website under the legal documents tab. Some form documents are used by members as a starting point to enter into a new relationship with a vendor, employee or sales agent. Other form documents can be used as a resource to be sure your company has considered certain terms that may be missing from an agreement presented to your company. Finally, there is an entire section dedicated to security. The RSPA has a Security Advisor, Nathan Sweeney, who is eager to share his knowledge with the membership about security matters and best practices.

Another member legal benefit is connecting with me directly. My contact information is on the RSPA website, or you can reach out to your RSPA Member Services Manager to request an introduction. I have communicated with hundreds of our members in person, via Zoom meetings, via email and on phone calls over the past two years. Our members are in various stages of common business cycles, and with

each interaction, we are able to collaborate on how to navigate the unique elements and challenges of their particular circumstances.

MEMBER HOT TOPICS

I highlighted three topics at the General Session at RetailNOW 2022:

- **Surcharge Programs/Cash Discount Programs.** These programs are under scrutiny by the card brands, and you should contract with a partner who: (1) can provide you with the information your customers need to comply with applicable state and federal laws and card brand rules; (2) has a well-established merchant training program; and (3) guarantees in writing their program is fully compliant.
- **Federal Data Privacy Law.** The American Data Privacy and Protection Act (ADPPA) is a bi-partisan federal data privacy and protection bill introduced in the House of Representatives in June 2022. The ADPPA has made it further along than previous federal data privacy bills. There are countless opinions regarding whether or not the ADPPA will become law, so we will be watching this bill closely in the coming months.
- **The Sale of Your Business.** Know in advance that it is a lot of work. Keep your records in an organized fashion. Include your payment details in one of the transaction agreements as opposed to emailing the information to avoid any fraudulent/unauthorized redirection of sale proceeds.

I thoroughly enjoyed my time at RetailNOW 2022 and look forward to seeing many of you in person at Inspire 2023. As always, if you have any legal questions, the RSPA legal benefit is available to members, and I would be delighted to assist. Stay safe. **C**



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RetailNOW® 2022: Where Retail IT Dreams Come True

Disney World may be where dreams come true, but RetailNOW 2022, held July 24-26 at the Gaylord Palms in Orlando, less than three miles from Disney, is where retail IT partnership dreams came to fruition. RetailNOW 2022 offered everything attendees have come to expect from the RSPA – plus many new companies to connect with.

At RetailNOW 2022, serious technology players from all angles of the industry connected to create unique, niche-focused offerings. Here's some supporting data:

- RetailNOW 2022 attracted **400+ VAR executives** seeking to become total solution providers
- Nearly 50% of RetailNOW 2022 exhibitors were ISVs, leading to a **record number of ISV attendees (320+ executives)**
- The **168 expo hall exhibitors reported heavy traffic** across the 11½ show floor hours
- **49 first-time exhibitors** participated in the sold-out show floor
- **RetailNOW went all-in this year on the ISV market** – hundreds of executives flocked to the first-ever Niche and Startup ISV Community Networking Reception and the first-ever ISV education track.

RetailNOW continues to bring together leaders, innovators, and channel players to develop relationships necessary for a successful business within the retail, restaurant, grocery, and cannabis IT industry. The diversity of RetailNOW 2022 attendees and exhibitors allowed for the very best in education, thought leadership, and product availability. Here's some of what attendees said on social media and in the post-event survey:

- "Love the evolving format of the show. The amount of planning that went into this event was pretty evident. Kudos to the RSPA team!"
- "RetailNOW is the best show to network with POS ISVs and VARs!"
- "The attendance and quality of attendees were much better than I expected."
- "RetailNOW is the largest event to network with the reseller community."
- "I have not missed a RetailNOW event in many years, and I don't plan to. They are key to the success of our business."

We look forward to seeing you at RetailNOW 2023, July 30-August 1, back at the Gaylord Palms in Orlando!

RetailNOW is Where the Industry Meets! c

RSPA

RetailNOW[®] 2022

By the Numbers

168

EXPO HALL EXHIBITORS
a 51% increase vs. 2021

Nearly
50%
of RetailNOW 2022
exhibitors were ISVs

RN 2022 saw over

400

VAR EXECUTIVES
seeking to become
total solution providers

SOLD OUT
Show Floor

& Hotel

NO VACANCY

Record ISV
participation

320+

ISVs/DISDs

49

FIRST-TIME EXHIBITORS



15%

INCREASE
in registrations

STRONG

Survey Results

11½

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Opportunities Abound in the Retail Channel



By Mike Monocello, Co-Founder, DevPro Journal/XaaS Journal

RSPA RetailNOW® 2022 took place from July 24-26 at the Gaylord Palms in Orlando. Monday's General Session was the first opportunity attendees had to hear from RSPA leadership.

MESSAGE FROM THE RSPA PRESIDENT AND CEO

Jim Roddy, President & CEO of the RSPA, took the stage first to share some KPIs relevant to RetailNOW and the organization in general:

- The RSPA's member retention numbers are strong; the last fiscal year saw a 98.9% member renewal rate.
- Additionally, 187 new members were added over the past 15 months.
- RetailNOW 2022 registrations outpaced 2021 a whole week before the event.
- RetailNOW 2022 had a 51% increase in booths on the tradeshow floor. In 2021, RetailNOW had 111 vendor booths, while 2022's show had 168 booths and was sold out.

The numbers indicate an association currently firing on all cylinders. Roddy was quick to give credit to the RSPA staff, who work tirelessly behind the scenes to recruit, engage with members and build out the education so many rely on to navigate the challenges of the retail industry.

MESSAGE FROM THE OUTGOING RSPA BOARD CHAIR

After sharing those exciting metrics, Jeremy Julian shared his thoughts on the state of the industry and gave some words of encouragement to attendees. Julian, the COO of CBS NorthStar, like all of his chairperson predecessors, has decades of experience he's applied to his role over the past 12 months. Julian kicked off his presentation by thanking the RSPA community, pointing out that the resellers, software companies, vendors and distributors that make up the RSPA have the collective ability to overcome the diverse challenges facing customers today.

"The industry is changing faster than I've seen in my life," he said. "There are more integration touchpoints than ever before. Savvy solution providers will identify and build relationships with strategic integration partners to be able to go to market with solutions designed to solve the biggest customer problems of the day." However, he continued by cautioning that if you don't leverage the integration angle, your competitors will. He warned that they're working on it right now.

While this is taking place, Julian pointed out that customers today want everything "Apple easy" and "Amazon easy." He urged attendees to reflect on the experience aspect of the solutions they are delivering to meet customer expectations. Not only is this critical to remain competitive in today's marketplace, but it will be even more important in the coming months and years as Apple and Amazon get more directly involved in retail. "We must be thinking about this as we plan our futures," he urged. "We must continue to innovate and figure out where the opportunities exist to capitalize."

On that note, Julian shared that the RSPA recently appointed two new board members from outside the retail industry with the idea that they can bring a unique, yet seasoned, perspective to the industry. Jay McBain is the Chief Analyst at Canalys and Michael LeBlanc is the Founder & President of M.E. LeBlanc & Company.

MESSAGE FROM THE RSPA GENERAL COUNSEL

If you didn't know, RSPA provides many valuable services to members. Perhaps the most useful is free access to Jill Miller, the RSPA General Counsel. Due to the impact of COVID on the

tradeshows calendar, this was Miller’s first opportunity to address the RSPA membership in person. She spent some time addressing the more common questions and issues relevant to members:

- RSPA members can access dozens of legal templates via the GoRSPA.org website. For example, Miller mentioned templates related to employee policies, customer agreements, dispute issues and settlement agreements. She also said there’s an update to a mutual NDA template, which will be helpful for solution providers seeking to collaborate with potential partners quickly.
- Miller is available for virtual meetings with members. Your best bet is to start by emailing her at jmiller@bodmanlaw.com.
- Cash discounts and surcharges have been extremely hot topics. Miller is keeping a close eye on legislation for RSPA members. She says there are no laws against offering cash discounts. Of course, the card brands have an interest, so they’ve influenced how you might run a program.
- On the other hand, surcharging involves carefully navigating state and federal laws. Currently, four states prohibit surcharging (CT, MA, ME, OK), and you cannot put a surcharge on a debit card. Additionally, surcharges cannot exceed the credit card fees and cap at 4%. Finally, surcharges must be disclosed with signage and be applied fairly across all cards and brands. With surcharging, Miller advises finding a partner who’s already doing it so you can ramp up quickly.
- Miller also shared information on data privacy and the ADPPA (American Data Privacy and Protection Act) recently introduced by Congress. This bipartisan bill has the potential to preempt state laws. For example, with a data breach today, depending on where consumers are located, you might have to comply with 50 unique state laws. Miller says the bill is moving forward quickly for Congress.

RSPA SCHOLARSHIP PROGRAM GETS A BIG BOOST

RSPA Hall of Famer Ann Maynard took the stage next to provide an update on the association’s scholarship program. Since the inception of the RSPA scholarship program, the RSPA has awarded nearly \$3 million to families of reseller companies. The children and grandchildren of RSPA reseller member employees are eligible for merit-based scholarships to help ease the costs associated with post-secondary education.

Maynard was shortly joined on stage by Terry Zeigler, President and CEO of Datacap Systems. Zeigler shared that his company is establishing a new scholarship that will help the families of retail technology reseller organizations. Datacap donated \$50,000 to the RSPA scholarship program to create this new scholarship. Datacap’s donation is one of the largest in the decades-long history of the RSPA Scholarship Program.

“Datacap Systems’ long-term success is directly due to aligning our business interests with retail systems resellers,” said Zeigler. “RSPA provides an opportunity for Datacap to drive channel sustainability by assisting small business owners in transitioning their businesses to the next generation through applicable small business management and POS systems technology training. While building this endowment into the future, we hope other companies benefiting from the channel will also contribute to the RSPA Scholarship Fund to drive channel sustainability.”



The creation of the Datacap Scholarship, plus a team of on-site member volunteers led by Maynard, sparked a surge in scholarship donations at the show. Across 48 hours, RetailNOW 2022 attendees donated nearly \$8,000 to the RSPA Scholarship Program.

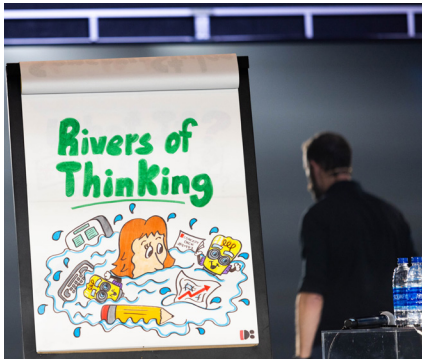
“Our community is grateful for the leadership shown by Datacap to help today’s students become the next generation of reseller leaders,” said Roddy. “The announcement of the Datacap Scholarship is already inspiring others to support this great cause, and I’m sure that momentum will continue. The RSPA is a special community, the Scholarship Fund is a special program, and Datacap made both even better.”

RETAILNOW 2022 KEYNOTE CHALLENGES CONVENTIONAL THINKING

Once the RSPA-related business was handled, it was time for the keynote speaker to take the stage. This year’s speaker was Duncan Wardle, founder of ID8 and former Head of Innovation and Creativity at The Walt Disney Company. Wardle is an expert in developing innovative brands, engaging stories, and creative experiences that drive results. His hour-long interactive presentation covered a lot of ground; here are some highlights from my notebook:

- Children are the most creative people. They have no limits and no fear. They are unfiltered, innocent, honest and curious. They always ask “why?”
- Creativity is a muscle. The more you use it, the stronger it gets. Creativity is the habit of doing things in new ways.
- The biggest barrier to innovation is you. The more experience you have, the deeper your river of knowledge. The deeper your knowledge, the faster you can make decisions. However, your biases might be getting in the way of innovation because you keep killing ideas based on your past experiences.

- You have the biggest opportunity in the physical retail space ever. AR will revolutionize the shopping experience by making it more immersive and interactive. Gen Z are buying experiences.
- AR-based experiences are more affordable than physical experiences, really opening up the possibilities.
- The NBA believes virtual revenue will exceed traditional revenue eventually. They held a virtual game, played by teens, between the New York Knicks and Orlando Magic. Despite the Magic having fairly low physical attendance numbers for their regular games, 84,000 people came to the stadium and millions more joined online. They sold \$675,000 in virtual merchandise in under 3 hours.
- Amazon believes you'll 3D print a third of home goods within the next 16 years.
- Disney's Magic Bands were created to create a better visitor experience. By streamlining check-in, amusement park lines and shopping, visitors gained 2 hours of free time each day. This resulted in record intent to return and recommend. During those free hours, people spend money. As a result, Magic Bands were the biggest revenue generating idea for Disney since the parks opened.



- Rather than have a receptionist, have a Director of First Impressions. Empower them to connect with visitors and create a positive experience.
- Freshness. If you don't have any free stimulus in, you won't get any new ideas out.
- There is no present like the time. Give yourself the gift of time.
- What will be the most employable skill sets of the next decade? AI experts believe the hardest skills to program are the ones that make us human: creativity, curiosity, intuition and imagination. They are innate in each of us, but we stopped using them. **c**



GET CONNECTED

RSPA Board of Directors Welcomes Five New Members, New Chair-Elect

To review the bios and campaign videos of the newly elected Board members and all Board candidates, visit www.gorspa.org/board-of-directors-election

Five members were elected to the RSPA Board of Directors to fill open seats, and a new RSPA Chair-Elect was named during the annual RSPA Membership Meeting held virtually August 9.

Election to the RSPA Board of Directors represents recognition from association and industry peers they are qualified to be one of the stewards of this organization. That trust is not only an honor but also an obligation because Board members are tasked with the responsibility of doing what is best for the RSPA community.

Please join us in welcoming the new RSPA Chair-Elect and Board members:

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RSPA CHAIR-ELECT

- Brett Bennett of POSitive Technology

INCOMING RESELLER BOARD MEMBERS

- Thomas Greenman of Skurla's POS Solutions (Reseller 3-Year Term)
- Travis Hare of DCR POS (Reseller 3-Year Term)

INCOMING VENDOR BOARD MEMBERS

- Will Atkinson of POS Nation (Vendor 2-Year Term)
- Lora Coggins of Toshiba (Vendor 3-Year Term)
- Jake West of GoTab (Vendor 1-Year Term)

As volunteer leaders, these individuals will be asked to donate their time and knowledge to the association. While RSPA Board positions are not compensated, Board members find their service to be very rewarding.

The RSPA thanks outgoing Board members Jeremy Julian (Chair), David Gosman (Past Chair), Suzanne Davis, and Michael Tash for their dedication and service to our organization over the past several years. **C**



Brett Bennett
POSitive
Technology



Thomas Greenman
Skurla's POS
Solutions



Travis Hare
DCR POS



Will Atkinson
POS Nation



Lora Coggins
Toshiba



Jake West
GoTab

And the 2022 RSPA Vendor Award of Excellence Goes to...

The RSPA is proud to recognize companies and individuals that go above and beyond to improve the retail technology industry. This year's award recipients include:

- **Retail Technology Industry Hall of Fame inductee:** Dave McCarthy
- **W2W Leader of the Year Award:** Christine Duffy of Star Micronics
- **2022 RSPA Retail Technology Pacesetter Award:** Everything But the Food
- **2022 Vendor Awards of Excellence:** see this year's winners below

ELECTRONIC PAYMENTS/FINANCING

GOLD: CoCard

SILVER: Datacap Systems

BRONZE: EVO Payments

TECHNOLOGY DISTRIBUTOR

GOLD: BlueStar

SILVER: M-S Cash Drawer

BRONZE: ScanSource

RESELLER SUPPORT SERVICES

GOLD: Card Market

SILVER: Verizon

BRONZE: Keystone Group International

BRONZE: Mastery Partners

HARDWARE & SOFTWARE

GOLD: Cash Register Sales (CRS)

SILVER: Heartland

BRONZE: POSBANK

HARDWARE MANUFACTURER

GOLD: Touch Dynamic

SILVER: Epson America

BRONZE: PAX Technology

HONORABLE MENTION: Bixolon

HONORABLE MENTION: WTIwireless

SOFTWARE

GOLD: NCC

SILVER: SpotOn

BRONZE: EdgeServ

HONORABLE MENTION: Focus POS Systems

HONORABLE MENTION: Vigilix

Niche Networking Creates Crucial Connections at RetailNOW® 2022



RetailNOW is known as “Where The Industry Meets” for a reason: it’s the best place for networking in the retail IT channel. RetailNOW 2022, July 24-26 at the Gaylord Palms in Orlando, brought back attendees’ favorite networking events and added new opportunities to the mix.

**NEW! NICHE AND STARTUP
ISV COMMUNITY RECEPTION**

The RSPA went all-in this year on the ISV market at RetailNOW – and the channel responded. Over 200 executives flocked to the first-ever ISV Community Networking Reception, co-hosted and co-sponsored with the RSPA Cannabis Community. This reception provided attendees the opportunity to network with software developers and members interested in the cannabis vertical, learn from each other’s experiences and insights, and discuss business development opportunities.





FIRST LOOK WELCOME RECEPTION

For the second year, instead of being held in a large room or outdoors, the RetailNOW Welcome Reception took place in the Exhibit Hall Sunday evening. This format allows VARs and ISVs to start business development conversations from the jump and plan their 11½ hours on the show floor. It also allowed new attendees to get a feel for the high-impact 48-hour agenda.

BACK BY POPULAR DEMAND: CANADIAN COMMUNITY

For the first time in three years, the RSPA Canadian Community met in person at RetailNOW. This year’s event provided attendees insights into better leveraging their RSPA membership and conversations on how to enter the Canadian market successfully.

W2W COMMUNITY NETWORKING BREAKFAST

The W2W Community kicked off Monday morning with breakfast and conversations to build stronger, equal opportunity organizations. Attendees were able to join an industry support network and walk away with resources to advance in the retail technology industry.

NEXTGEN COMMUNITY NETWORKING BREAKFAST

The RSPA NextGEN Community started Tuesday morning with impactful networking and discussions on how the industry should move forward into the future. The NextGEN Community also launched a mentoring program to accelerate the industry’s next leaders’ learning curves and success within the industry.

Save the date for RetailNOW 2023, July 30-August 1, back at the Gaylord Palms, where you can partake in the best retail IT channel networking opportunities.

Also, the RSPA has created innovative ways for members to engage in industry networking year-round. For more details, email Membership@GoRSPA.org. [c](#)



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iOS device for
all-day use

*Tablet not included





Expo Wrap-Up: What Was Hot at RetailNOW® 2022



Thomas Greenman,
Vice President and
Sales Manager,
Skurla's POS Solution



Andy Dickinson, Special
Projects Manager &
Hospitality Relationship
Manager, Data Cash Register

RSPA's Strategic Technology Solutions Committee (STS Committee) works to increase member awareness of emerging and deployable technologies. Two STS Committee VAR members, Thomas Greenman of Skurla's POS Solutions and Andy Dickinson of Data Cash Register, share their impressions of the most unique and interesting products and services on the RetailNOW 2022 show floor.

What were some trending topics you saw on the RetailNOW 2022 Show Floor?

Greenman: With a sold-out show, it was a challenge to get to every booth! Beyond the major hardware and software players in the industry, there were a lot of smaller companies with innovative solutions that could expand a VAR's "as a service" offerings. If previous years were an example of "you should have a smaller menu," this year was definitely one that encouraged you to expand. I also saw several increases in reseller-for-reseller-type companies on the floor. Obviously, the concept is something that is resonating with RSPA members.

Dickinson: People are walking around with the next generation of point of sale in their pocket: the smartphone. You could see companies like Heartland offering QR code

ordering and payment with the Heartland Restaurant POS. GoTab is another hospitality platform built with the intent of robustly working via mobile device, allowing you to open an order, run or share a tab, and enable for a traditional POS terminal and functionality. If you are looking for a product that can integrate with a wide range of existing point of sale solutions, Ready, a first-time RetailNOW attendee, was on hand to show how their solution can provide the benefits of contactless ordering and payment without displacing your existing point of sale system.

What company presented products that you thought were uniquely qualified for members of the RSPA community?

Dickinson: CIMA Cash Handling gives VARs the prospect of being able to sell smart safes across multiple retail or hospitality verticals or cash-heavy establishments. It should certainly warrant exploration by the RSPA VAR community.



Which product shown at RetailNOW was the coolest or most forward-looking?

Greenman: For me it was QR code-centric POS systems. They weren't using it in small ways but rather making it the focus of the entire system. It's a bold strategy! I can't wait to see the innovations and tech that come from companies like them that are trailblazing the way for the future of the industry.

What product or service of tomorrow could you sell to retailers today?

Greenman: In the past, we've provided certain hardware solutions. It worked great right until the pandemic when supply chain issues and equipment challenges stopped most of our forward progress. These challenges have forced us to think outside the box. Case in point, on the floor we saw amazing all-in-one printers and iPad enclosures that solve two of our biggest issues in deployments.

Innovation was everywhere on the show floor, and I think we must get out of our comfort zone and be bold enough to try new things and new products.

Dickinson: I found Google Pointy to be one of the coolest and forward-thinking products for retailers today. If I ran a high-margin, low-volume retail store, I would be begging to get this service as quickly as possible. The ability to drive local brick-and-mortar sales and complete with eCommerce via Google data and analytics feels like a game changer.

What was the most overhyped technology?

Greenman: There was an incredible amount of payment processing companies on the floor. By the numbers, payment processors only made up 13% of the floor, but the real estate they took up was huge! They made a huge impression and tended to overshadow some of the other technology on the floor.

Dickinson: The most overhyped technology did not come from the show floor. In February, when Apple announced their tap-to-pay technology was bringing contactless payment acceptance to a wide variety of their hardware products. So far, nothing sizeable has happened, and I am still waiting to see what the good folks in Cupertino have in store for this technology. I still believe it could be seismic, but I have not felt the Earth move yet.

Which speaker or education session was most interesting or valuable to you or your business?

Greenman: Keith Sampson's "Create an Incredible Customer Experience or Die" was a great presentation that I think every VAR should watch. The stories and examples he gives clearly illustrate that we would all pay for a superior and memorable customer experience. It inspired me not just personally but also as a VAR to challenge myself and others to provide the tools and technology to help merchants give this to their customers. If you missed it, check it out on the RSPA Academy EXCElerate portal! **c**



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ISV Education at RetailNOW®

Focus on Innovation, Growth, and Building a Strong Team



By Bernadette Wilson, Editor, DevPro Journal

With the rapid shift to digital processes, automation, and remote work, ISVs have numerous opportunities – and some challenges. RetailNOW presenters offered ISVs actionable information on how to navigate their businesses toward success and growth.

THE OPPORTUNITY TO INNOVATE

Brian Booth, Founder and CEO of Enroll & Pay, provided good advice for ISVs who have discovered ways to fill needs in their markets. He stressed ISVs will see the most return on building solutions that build channel partners' revenue, eliminate friction for the end user, and increases sticky user relationships.

He also listed keys to bringing innovative solutions to market, such as enlisting partners who sell on value, not price and patenting IP. He also spoke about the advantages of innovating, citing Bain and Co.: Companies with successful innovation initiatives grow 84% faster than those that don't.

In his presentation, Jon Decker, CEO and Co-Founder of BlockChyp, urged ISVs to explore opportunities with cryptocurrency – and to act now. He said although it's not widely adopted today, the majority of Bitcoin holders are 25 to 34 years old, and business owners of the future fall into this demographic.

"It's about adopting new technology to be cutting edge. Be a leader that embraces tech to help merchants as adoption grows," he said. "Be early adopters."

ENABLING EFFECTIVE PARTNER CHANNEL

The panel moderated by Jeremy Julian, RSPA Board Chair, focused on ISV opportunities and challenges in today's markets. Panelists Nadav Solomon, CEO of Tabit Technologies; Danny Mikhail, CEO and Founder of Zuza; Jason Richelson, CEO and Co-Founder of Bookkeep, shared the stories of how they were inspired and developed products for their markets.

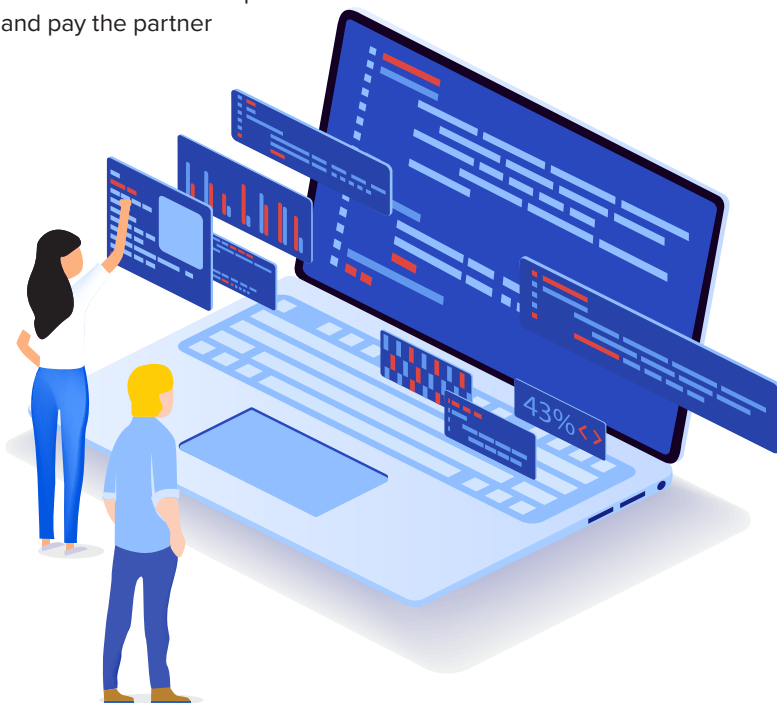
The panelists also shared tips on taking their products to market through a partner channel. Mikhail said that in addition to providing partners with great software to sell, Zuza offers excellent support and a unique ticketing system that allows them to track their deals.

Richelson said his company gives partners flexibility, allowing them to bill their customers or have Bookkeep bill end users and pay the partner residuals.

Solomon commented that building a channel depends on transparency and trust. "What they want to feel is partnership," he said.

BUILDING A STRONG TEAM, WHEREVER EMPLOYEES WORK

During the panel discussion led by Rich Rotbard, President of SOOP, "Challenges of a Virtual or Hybrid Workplace," business leaders Brett Bennett, CEO of POSitive Technology, Jeff Riley, CEO of Retail Management Hero, and Rick Feuling, owner of RITE Enterprises, discussed the challenges of managing a dispersed team. He pointed out that it's vital to document processes and procedures to make training employees easier when they work in different locations. He added that scheduling one-on-one meetings each quarter can help managers understand employees' challenges and concerns. "It's the single most important thing I've done," he said. **C**



Inside the ISV COMMUNITY



“Our Developers are 20% More Productive” Working Virtually

The RSPA Niche & Startup ISV Community has quickly become where ISVs gather online, with dozens of software developer executives connecting every 6-8 weeks via video conference call. And RetailNOW has become the place where ISVs gather in person, with a record-setting 320+ software developer executives attending this year's show, a 40% jump from RetailNOW 2021. Nearly half of the exhibitors on the RetailNOW 2022 show floor were software-focused, and many of them attended the first-ever Niche & Startup ISV Community Reception which kicked off the conference Sunday night.

Another RetailNOW first was a four-session education track dedicated to ISV leaders. Those sessions included:

ISV Opportunities and Challenges in Today's Market featuring Danny Mikhail of Zuza, Jason Richelson of Bookkeep, Jeremy Julian of CBS NorthStar, and Nadav Solomon of Tabit

What ISVs and VARs Can Learn from the Launch of Apple Pay with Jon Decker of BlockChyp

Creating Innovative Technology for Companies with Scale with Brian Booth of Enroll & Pay

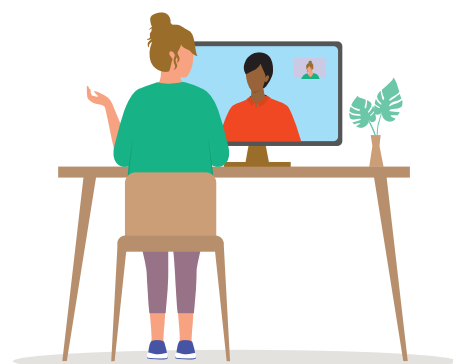
Challenges of a Virtual/Hybrid Workplace and How to Overcome Them featuring Brett Bennett of POSitive Technology/OpSuite, Jeff Riley of Retail Management Hero, Richard Rotbard of SOOP, and Rick Feuling of RITE Enterprises/Cloud Retailer

Here are some of the top quotes from that final panel about the challenges of hybrid workplaces:

- “Focus on people, systems, and processes when setting up a virtual work culture. And people are the most important. They have to have initiative.” Riley
- “We’re constantly evaluating the value proposition we’re offering to our employees. It’s harder in a hybrid environment to know if they’re happy or not.” Bennett
- “The key word I’m hearing is ‘deliberate.’ You have to be deliberate as a leader to know the career goals of all your people. If you don’t know their goals, how can you be aligned with them?” Feuling
- “Virtual work can be better simply because there’s much less gossiping.” Riley
- “Simplify your systems, simplify your thinking when you shift to virtual. Then document those systems and procedures — there’s no learning by osmosis anymore.” Bennett
- “We were forced to go virtual years ago because of snowstorms and hurricanes. You can’t lose half your support team helping customers just because they can’t make it into the office.” Rotbard
- “The key is hiring the right personality and mindset. You can teach everything else.” Riley
- “The bargain between employee and employer is different today.” Feuling
- “With a virtual work environment, I’d say our developers are 20% more productive.” Bennett c

The RSPA Niche & Startup ISV Community helps software developer executives meet and network with fellow RSPA ISV members in a vendor-neutral setting. Founded in 2019, the group has grown to nearly 90 members.

To join or sponsor the RSPA Niche & Startup ISV Community, email Membership@GoRSPA.org.



RetailNOW® Presents Winning Sales and Customer Service Strategies

“We will do the best at every single thing we can do.” ~ Walt Disney

By Bernadette Wilson

RetailNOW sessions focused on sales and customer service provided VARs and ISVs with practical tips for improving customer engagement – and the bottom line. Here are a few insights from three presentations focused on growth.

VAR/ISV SALES AND CUSTOMER STRATEGIES FOR 2022 AND BEYOND

Dan Brattland, President and Chairman of COCARD, recommends four strategies to grow your business: adding new verticals, using new sales and marketing strategies and pricing model (SaaS), and offering new products and services. He added that you shouldn't attempt to implement all new policies and processes immediately. “Gradual, incremental changes over a long period can add up for a major impact,” he said.

He also gave pointers on virtual product presentations, appointment presentations, and current marketplace challenges. He summed up by saying, “Resolve to give the very best customer experience of any person or company in your industry.”

CREATE AN INCREDIBLE CUSTOMER EXPERIENCE OR DIE

In his session, Keith Sampson, National Sales Director for North American Bancard, said the chief reason businesses die is “because they fail to deliver a great customer experience.” Sampson challenged attendees, “What if you changed whatever you think is the core of your business and make the customer experience the core?”

To create an incredible customer experience, Sampson suggested creating “a culture of ridiculous love for your customers” and using technology to enhance customer experience and engage customers. He added, “You must understand what the next generation is doing because behavior always ages up.” He quoted Henry Ford, “If I would've given the people what they wanted, they would've asked for faster horses.”

SOCIAL MEDIA AND MARKETING STRATEGIES THAT WORK

Do VARs and ISVs really need a social media presence? According to a panel at RetailNOW, the answer is yes. Full stop. Josh Johnstone, Director, Solutions Marketing at ScanSource;

Ryan Williams, Director, Business Development at OneDine; and Dorian Sandi, Digital Marketing/SEO at OSS Data, offered plenty of encouragement about engaging with social platforms. Johnstone said that your brand is your promise, your guiding light, and “social media should be an extension of that into a different space.”

According to Sandi, it's also a big part of SEO. Williams added that “consistency on social media is the best way to manage algorithms...Platforms just want you to keep posting,” he said.

He commented that it's important to trust yourself as someone who knows something others don't. Know your audience, and post solutions to questions you're hearing. Also, repurpose content from others without plagiarizing. Share information from manufacturers. “Sharing content helps connect us with our partners,” he said.

All three acknowledge that keeping up with social media is work, but it's worth the time and effort. **C**

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Security and Legal Education at RetailNOW®

Methods for Identifying and Mitigating Risks

By Bernadette Wilson

Cybercrime has become a fact of life for VARs and ISVs, but as Nathan Sweaney, RSPA Security Advisor, stressed in his session at RetailNOW, you can't stick your head in the sand.

He guided RetailNOW attendees through the process of building a threat model by documenting knowable threats and making rational decisions about how to address them. First, solutions providers need to take stock of what may be at risk, then identify threats, including who would benefit from stopping your production or harming your reputation.

He also said to look at the likelihood of each threat, their potential impact on your business and how difficult it would be for a threat actor to accomplish them. Giving each a score will help you know where to focus most of your attention to protect your business (see Figure 1).

In his presentation, Larry Meador, DataStream Channel Chief, addressed another way to protect your business: cyber insurance.

He cited research that shows the average cyberattack on an SMB costs \$1 million and requires a 20-day shutdown. Those costs are 10 times what a general liability rider on insurance would pay. Additionally, tech errors and omissions may protect your business if an employee makes a mistake that leads to cybercrime. However, cyber insurance will cover your costs and address your clients' needs as well as yours.

He said to keep in mind that insurers will require solutions providers to do their part to protect their businesses with

multifactor authentication (MFA), offsite or cloud backups, and endpoint protection and response.


KNOW AND ADDRESS RISKS TO PAYMENT DATA

Adam "Sully" Perella, Manager of Schellman Compliance LLC, reviewed some of the vulnerabilities associated with various payment methods. For example, EMV and NFC contactless payments aren't encrypted by default, and improper tokenization can make accounts vulnerable.

He also reviewed innovations designed to keep payments more secure, such as biometric ID and Fast Identity Online (FIDO) systems that enforce multifactor authentication. Also, some banks are creating apps that provide verification codes for each transaction, and others offer one-time-use, virtual credit cards.

New standards will also contribute to stronger payment data. Elizabeth Terry, Senior Manager, Community Engagement, and Josh Koepsell, Standards Trainer with PCI SCC, presented an overview of PCI DSS v4.0 that addresses changes in payments since the last eight update years ago.

PCI DSS v4.0 requires MFA for access to a network with cardholder data. It also increases password length from 7 characters to 12 an solutions that prevent phishing. The new standard is also more flexible, allowing businesses to define their own security objectives and processes for testing them.

PCI DSS v4.0 replaces v.3.2.1 on March 31, 2024. Terry stressed, "With password changes, MFA, and remote access might require budget. Start planning now." 

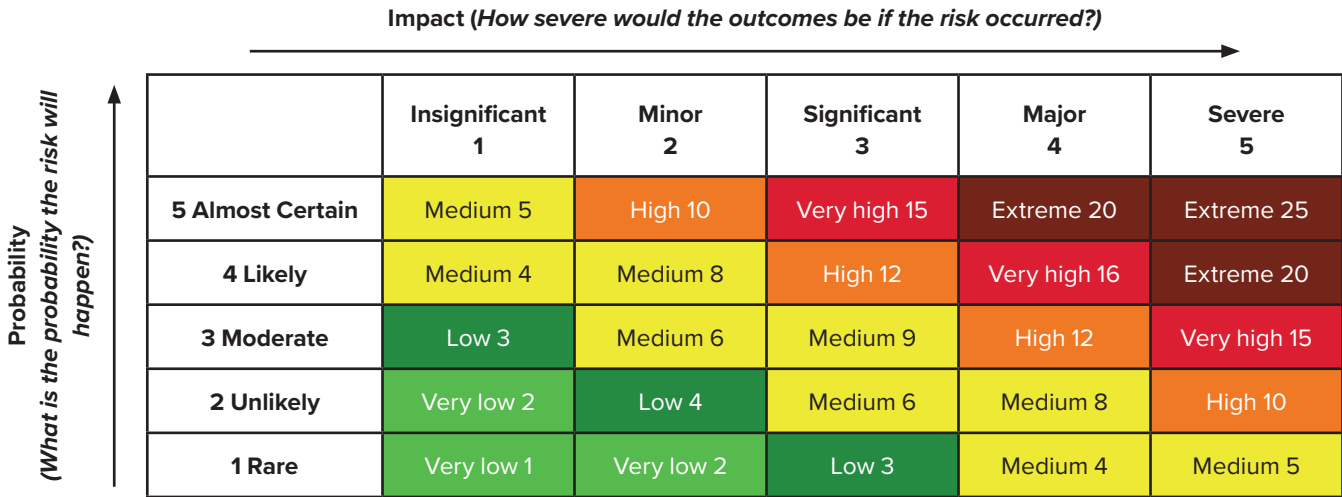


Figure 1



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The Info You Need to Be IN THE KNOW

RetailNOW® Takes A Look Into the Future with Next-Gen Technology

Innovative VARs and ISVs will find opportunities in a range of verticals and niches.



By Bernadette Wilson,
Editor, DevPro Journal

*To join or sponsor
the RSPA NextGEN
Community, email
Membership@
GoRSPA.org.*

End users see the problem-solving potential of innovation. In his session, “How Technology Is Increasing Profitability and Scale in a Challenging Market,” John Dittig, Senior Business Development Manager for Samsung, gave an overview of next-gen technology.

One fast-growing trend is the adoption of micro market

solutions. This technology allows employees in a break room, guests at a hotel, or customers in a bodega to quickly purchase items at a self-checkout kiosk.

Dittig added that QSRs and other restaurants are addressing the labor shortage by deploying self-service kiosks, and 40 percent are planning to launch outdoor self-service

in the next 24 months. He pointed out that solutions providers can see additional business from restaurants that also want self-service lockers and digital menu boards to complement them.

Electric vehicle (EV) charging stations represent another opportunity for IT solutions providers. Businesses can implement them as a convenience to their

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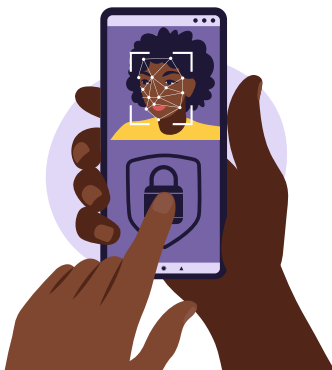
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employees or customers; some planning to use revenue from programmatic advertising displayed on charging stations with LED panels to cover their costs. These solutions may also include the opportunity for payment processing residuals when businesses charge for the service.

THE NEW FACE OF ID AND AUTHENTICATION

Richard Carriere, SVP and GM for CyberLink Corp. presented a session on the growing interest in facial recognition. He stressed that this technology has advanced, now delivering up to 99.8% accuracy and making it virtually impossible to steal a person's identity.



These features make facial recognition an option for secure payment, quick hotel check-in, and access management. Facial recognition technology is also so advanced that it can capture retail data, monitoring shopper sentiment and correlating it with their demographics as they browse merchandise.

"It's easy to implement and adds value," Carriere said.

AN ESSENTIAL ELEMENT OF NEXT-GEN TECH SOLUTIONS

Josh Johnstone, Director, Solutions Marketing for ScanSource, hosted the panel discussion "A New Horizon: Next Generation Retail Technology and Beyond, 2022." Panelists who shared their insights are Jeff Payne, CTO, BlockChyp, David Gosman, Global Industry Strategist at HP, and David Vander Dussen, Product Manager, Business Systems at Epson.

Panelists discussed the advantages of next-gen retail technology, including the ability to automate processes and guide employees at work, valuable capabilities as the labor shortage continues. For example, businesses can deploy self-service and cashierless solutions so that managers can reassign employees to people-focused tasks.

The panelists also discussed the new challenge of balancing the use of technology with face-to-face interactions with customers and employees for the best experiences.

"Part of our job as technologists is to understand the reality of the world that we face and where we think it's going," Gosman said. c



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RetailNOW® Cannabis Education Sessions

The Market Now and Predictions for the Future

By Bernadette Wilson

The cannabis market represents a promising growth opportunity for VARs and ISVs. During the RetailNOW presentation “CannaTech: Deep Dive into Dispensary Technology,” Harry Brelsford of The CannaTech Group led a discussion with panelists Brad Knighten, Strategic Account Manager at Staley Technologies, Duane Roebuck, Retail and IoT Channel Manager for BlueStar, and Randy Roe, Director of Business Development for COMBASE, on opportunities to provide technology to cannabis businesses.

In-demand solutions range from point of sale systems, kiosks, digital signage and barcode scanners to video surveillance systems, labeling solutions, web hosting, and analytics.

Roebuck encouraged solutions providers to consider expanding into this growing area. “We look at cannabis as something new and nuanced, but it’s retail. The product is just different, and there are compliance considerations, but in terms of the operating framework, it’s like other retailers,” he said.

RetailNOW presenters also discussed forms of cashless payments for dispensaries. However, Dan Wilson, Sales Operations Manager at Anthem Business Solutions, and Kristen Trusko, CEO and Co-Founder of Emerging Markets Coalition, warned that cashless ATM solutions offer complete transparency. All players, from processors to banks, must know the devices they implement are in cannabis dispensaries, and the dispensary knows how payments are processed.



Although cashless ATMs aren’t particularly profitable for VARs, helping dispensaries overcome payment challenges can get your foot in the door. “As soon as federal laws change, dispensaries will remember who has been working in the market,” Wilson commented.

WHEN WILL FEDERAL LAWS CHANGE?

Gary J. Stein, MPH, Political Director, Suncoast NORML, explained the history of cannabis in the U.S. and the circumstances that led to its regulation. He also discussed efforts to change federal laws, and some of the more promising attempts include:

- The SAFE Act of 2021 and the COMPETES ACT which would address banking challenges
- The States Reform Act, which approaches regulating marijuana similarly to alcohol
- The Cannabis Administration and Opportunity Act (CAOA), which would remove cannabis as a controlled substance and transfers oversight to the Bureau of Alcohol, Tobacco, and Firearms

Stein said although legislators are working on laws that would help overcome the challenges that cannabis businesses face, it will likely take changes in the political climate to see new laws.

WHAT’S THE FUTURE OF THE CANNATECH CHANNEL?

Mike Monocello, Co-Founder of DevPro Journal and XaaS Journal, led a discussion with Dan Foote, President and CEO of DanTech Services, John Bachanov, CEO and Co-Founder of Appensary, and Vik Devjee, of CIMA Cash Handling America, discussed cannabis dispensary operations and regulation today. They also looked ahead to how cannabis businesses will operate, some with drive-thru, online ordering, and home delivery.

Devjee said, however, that he thinks the industry will maintain its “boutiqueness,” creating personalized, in-store experiences that will attract customers and give people a place to go for guidance on products. **C**



Today's (and Tomorrow's) Cannatech Partnering Best Practices

With so many new players, new products, new markets, and ever-changing regulations, a go-it-alone approach in the cannabis vertical is impossible for an IT solution provider. On the other hand, partnering with other VARs and ISVs isn't exactly easy. The RSPA Cannabis Community discussed partnering challenges and best practices during a recent online meeting. Among the key insights:

- We've found our partners a few different ways: at a show or through a contact of ours that knows a person, and we're a member of EMC (Emerging Markets Coalition) and participate in their programs. There isn't just one partnering strategy that works.
- Before you go to a show, you should do lots of preliminary work to build alliances. Get them to understand who you are
- and what you're promoting.
- Boutique events attract key players and big hitters – that's creating momentum for us.
- You have to step into the market and get engaged, like participating in panels. Engage people where they are, not just at a big show like MJBizCon. Go to smaller events seeking responsible cannabis business partners who want to run their business right. You don't want just any yahoo; you want to work with people who want to stay compliant.
- We've found great partners by attending these RSPA Cannabis Community meetings. I met someone on this forum, sent them a message, exchanged contact information, and now have some momentum.
- We saw strong growth through resellers in our

early years, then that shut down, and now we're building back up. We found over the years one quality partner is better than 20 – every day.

- Because cannabis isn't fully legalized, people in the space don't know who to trust. They're skeptical. It feels like the mob: "Are you a friend of mine? Are you a friend of ours?" Meeting them at events and reaching out after will help you gain their trust.
- We have to establish we are where the good guys are. Other businesses understanding you're one of the good guys is super important in the cannabis space.
- If you are serious about the cannabis space, tell the world you are. Have a dedicated cannabis web page that shows testimonials from dispensary owners. **C**

Because the RSPA is North America's largest community of VARs, software developers, vendors, and distributors in the retail, restaurant, and grocery verticals, the association is strongly positioned to meet the needs of IT solution providers who serve cannabis dispensaries. The RSPA Cannabis Community, created in late 2020, helps members meet and network with others interested in the cannabis vertical and fosters business development opportunities for RSPA members, all in a vendor-neutral atmosphere.



Did You Know ...

The RSPA Cannabis Community has grown to over 220 members ranging from Fortune 500 organizations to SMB VARs and software developers.

To join or sponsor the RSPA Cannabis Community, email Membership@GoRSPA.org.

What You Need TO SUCCEED

Executive Education at RetailNOW®

Tips for Better Communication, Decision Making
and Leadership Development



By Bernadette Wilson,
Editor, DevPro Journal

Communicate to the recipient that you appreciate them contacting you, and be upfront they're receiving an automated message instead of your typical personal, thoughtful communication.

The education track for executives at RetailNOW focused on three key topics: communication, data-driven decision making, and leadership development. Here are some of the insights from the sessions.

LEADERS DRIVE RESULTS THROUGH IMPACTFUL COMMUNICATION

Chelsey Paulson, Chief Strategy Officer, Keystone Group International, stressed, "As leaders, it is our fundamental responsibility to be good communicators."

She reviewed the Keystone Impact Model, the cornerstone of which is trust. It requires "conscious communication" or a leader's self-awareness of their role in communication, impactful meetings, and emotional intelligence. "If you capture the heart, the head will follow," Paulson said.

She also pointed out the "Marathon Effect." Leaders are often way further ahead with an idea than their employees. You need to realize where each stakeholder is and where you are trying to take them.

Relentless Execution: How to Use Key Performance Indicators to Drive Results

Tom Bronson, President,

Mastery Partners, reminded VARs and ISVs that to manage something, you need to measure it. He said key performance indicators (KPIs) provide a way to measure progress toward goals.

He suggested tracking KPIs in every area of your business, including:

- Financial Performance
- Operations
- Sales and Marketing
- Production/Manufacturing

Bronson pointed out that while all metrics are independent, they work in harmony to drive better performance.

He advised creating a weekly, monthly or quarterly "scorecard" that allows you to quickly identify trends in your business and can take corrective action if necessary.

ORGANICALLY GROWN LEADERSHIP

Alejandro Swaby, Director of Sales, Cervion Systems, moderated a panel comprised of Allie Haskell, Professional Services Manager, Custom Business Solutions; Maddie Stockwell, Senior Dealer, Business Development, Heartland Payment Systems; and Michael Flores, Channel Partner Manager, Star Micronics.

Swaby pointed out that over 10,000 baby boomers are retiring daily, and a new generation of leaders are taking their place. He commented, however, that only 5% of companies have leadership development programs. The panel recommended creating a committee to educate and empower future leaders to take the next steps in their careers.

The panel provided tips for creating effective leaders within your organization. Flores suggested playing to peoples' strengths and building a career path for upwardly mobile people in your organization.

Haskell added that it's important to focus on retaining talent. One strategy is to have conversations with employees regarding the roles they'd like to grow into and show them how to move into those positions.

Stockwell had advice for people in all roles within an organization: "You really don't need to be in a leadership role to be a leader in your organization. You can lead people wherever you are at. To be a leader means to influence people, and to be a good leader means you influence someone in a positive way." **C**

RSPA New Member Spotlights



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Hyfin



Payment Transaction So



Payment Software Solution

IPOS Systems



Janam Technologies



JR's POS Depot



Microspace Communications



MSG Payment Systems



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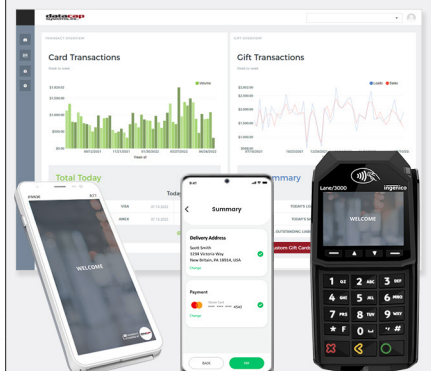
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