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## Success Story – Veritrans LLC

***"ExaDigm is the only manufacturer that can provide a wireless terminal that allows our merchants to choose the wireless service that meets their business needs."***



### Customer Background

Veritrans is a full service payments processing company with its National Headquarters in the Clear Lake area of Houston, TX. It has the experience, services, and products to seamlessly enable every type of transaction anytime- safely, reliably, and securely. Veritrans goal is to align businesses with the latest in processing technology, providing solutions that make both practical and financial sense.

### Situation

Merchants today are looking for a single point-of-sale (POS) terminal solution that can adapt easily and rapidly to their changing day-to-day business needs. Veritrans recently acquired a new account, a Houston based Cajun seafood restaurant with 2 locations, generating approximately \$2.5 million in annual transaction volume. At that time, the restaurant was looking to replace an existing POS solution with one that would work in a range of different environments including their occasional street sales and curbside orders, as well as all the in-house orders. The existing cellular wireless POS solution simply wasn't functioning correctly. The restaurant was experiencing significant connectivity issues on a regular basis. In an effort to correct this issue, Veritrans exchanged the hardware only to discover that it did not correct the problem. With the limited amount of wireless options available, already having lost time, money and resources devoted to the replacement of the existing terminal and standing to lose a significant account, Veritrans explored all other wireless alternatives to find a solution that would deliver what it claimed to and ultimately worked – the key to retaining this new merchant account and delivering on their promises.

### Solution

The XD2000 Mobile Solution, with its unique modular format and interchangeable modems supporting CDMA, GSM, WiFi and Bluetooth for a wireless deployment, provided the flexibility, modularity and portability to meet the demanding needs of a merchant generating \$2.5 million in transaction volume. With a large portion of the merchant's income coming from card-based payments, the XD2000 was able to deliver the functionality, reliability and affordability not found in their previous terminal.

With the simple swap of a modem, merchants can switch between CDMA and GSM giving them access to all the major wireless networks in the US. This ensures they have maximum choice, get the widest cellular coverage and can easily adapt to new cellular technologies simply and at a very low cost. The XD2000 ensures that merchants now only need a single terminal to meet their wireless needs completely eliminating the high cost associated with replacement caused by changing technology, as well as the need to have multiple makes and models of terminals to access different cellular networks.

## Results

One of the main issues the POS industry is facing today is the lack of flexibility, versatility and adaptability in the products that are offered. Veritrans wanted to provide their merchant, in this case the restaurant, with a single terminal that allowed them to choose which cellular wireless network they wanted to use and also give them the ability to switch between different networks as coverage changed across different areas of operation.

The switch to the XD2000 allowed Veritrans and their merchant to realize a range of key benefits that the previous terminal installed couldn't deliver. These benefits include:

- A terminal built on a superior technology platform that works right out of the box eliminating any issues related to constant failures and inoperability, both things that were frequently recurring problems with the previous terminal installed.
- Modularity providing the ability to choose from any of the major CDMA and GSM carriers in the US and switch between them as coverage needs of the merchant change. Additionally, modularity ensures that if technology changes, such as a data network closure, the terminal is not rendered useless rather can be upgraded at a minimal cost.
- Positive impact on their bottom line. Through the combination of eliminating costs associated with RMAs, constant service and repair, terminal swap outs, while increasing revenue through merchant retention, merchant satisfaction and up sell, and merchant acquisition.

For Veritrans' merchant, the XD2000 Wireless Solution enabled them to have a terminal that worked right out of the box and eliminated the losses associated with both time and revenue experienced through terminal down time and failure. It provided the merchant with the ability to choose which wireless network they used, allowed them to switch between them effortlessly and delivered the functionality that ensured the terminal had connectivity no matter if it was in operation in the restaurant in Houston or on the road for mobile sales and delivery to and from Louisiana. Overall the merchant was able to eliminate all of the issues associated with terminal failures, communication loss and ease of use, at the same time as increasing their customer satisfaction; gaining the ability to process card-based payment virtually anywhere they had operations and increasing revenues through great card acceptance.

The XD2000 Wireless Solution provides merchants with the ability to have cellular wireless point-of-sale on their terms. No longer are they bound by the one terminal, one cellular network, one carrier approach provided by other manufacturers. The modularity, flexibility and portability of the XD2000, coupled with its ability to be upgraded and adapted to new and changing technologies effortlessly and at a very low cost, ensures that merchants now only need to purchase a single terminal to deliver a POS solution that meets all their current and future business needs. It is because of these key features that Veritrans has chosen the XD2000 as its wireless terminal of choice and will continue to implement the XD2000 in a variety of different merchant environments that require a cellular wireless terminal.

*"ExaDigm is the only manufacturer that can provide a wireless terminal that allows our merchants to choose the wireless service that meets their business needs. It's this level of flexibility that ultimately ensured we didn't lose a major account, something that would have happened had we not made the switch to the XD2000."*

**Jeff Adcock, President, Veritrans LLC**

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