

COMPEAT PARTNER REFERRAL PROGRAM A WIN-WIN-WIN

Managing a successful restaurant in the food-service industry requires a full-functioning Point of Sale, Back Office and Accounting solution. The sale of Back Office and Accounting software is usually lower margin and requires more complex installation and training, while Point of Sale solutions are typically higher margin and faster to install. Many POS Providers therefore prefer to stay focused on POS and find themselves challenged when their customer asks for back office and accounting.

Compeat Restaurant Management Systems, a leading provider of back office and accounting software, saw the challenge for POS Providers to deliver a complete solution and introduced the Compeat Referral Partner Program as a way to help POS Dealers provide complete solutions for their customers. Since inception, the Compeat Referral Partner Program has seen phenomenal growth and has become a win-win-win for POS Providers, their customers, and Compeat.



Prior to partnering with Compeat, David Cooperman from **TouchPOS** was only able to provide his customers the current industry standards when they would ask him about an Accounting and Back

Office solution to integrate with their PixelPoint POS. Now when a customer asks his advice he confidently refers Compeat. "We feel like we are not only giving our customers the best advice we can as their Point of Sale Provider, but we also know that we are recommending a rock solid product that has tremendous value."

The referral process begins with a POS Provider such as Cooperman referring a current or prospective customer to a Compeat sales representative. From

there, Compeat coordinates with the Provider and their customer to present

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and deliver the best solution to fit everyone's needs. "Our Compeat representative is very familiar with us and knows the service we provide so when we refer customers we are positive they will not only represent Compeat, but TouchPOS very well," says Cooperman.

Dave Woetzel from **CCR Data Systems** has also been able



to extend value to his customers through the Compeat Referral Partner Program. "Our customers that operate multiple properties often require high

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level accounting integration and multi-site analysis. Compeat's smooth integration with Aloha gives us a seamless solution," states Woetzel. With Compeat, Woetzel is also able to devote his resources to his primary business and let Compeat take care of his customers' accounting needs. "We are not accountants and do not wish to keep up with all of the latest regulations. However, a growing percentage of our customers request a hospitality-focused accounting solution. With Compeat, customers are satisfied and the relationship works well."

A few of Compeat's satisfied customers in Texas were referred to us by Allen Devino from **POS Solutions**, located in Austin, Texas. Ruby Tequila's and Monument Café both integrate their Aloha POS solution with Compeat Advantage to achieve a full functioning end-to-end POS, Back Office and Accounting solution. "I have worked with different back office providers over the years. None have been as easy as Compeat. They really understand the business and interfacing with Aloha," says Devino.

**POS
SOLUTIONS**

CONCLUSION

Compeat's Referral Partner Program is thriving. In 2010 alone, Compeat signed seventy-one new partners and received over one-hundred customer referrals from its registered partners. Due to years of working with numerous POS Partners, Compeat has developed interfaces to dozens of different POS systems and models. The Compeat Partner Program is clearly a win-win-win for Partners, their customers, and Compeat. 



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