



Diversify revenue

Increase customer loyalty and add revenue streams
with the SquareOne Partnership Program

Manufacturing: Original Equipment Manufacturer





Build new revenue streams, increase customer loyalty with the SquareOne Partnership Program

ABOUT

For OEMs who make fixed-function devices, revenue stops when devices arrive at the restaurant, convenience store, hospital, or manufacturing plant. With ongoing supply chain shortages and more companies bundling hardware and software, OEMs that strictly manufacture fixed-function devices need additional opportunities to build revenue and engage customers. The SquareOne Partnership Program allows this hardware manufacturer to offer their customers the benefit of remote device fleet

management without additional overhead or expense.

This OEM builds POS systems that serve food and beverage chains across the country. Once machines leave their facility, it becomes the responsibility of the restaurant's IT team to keep the devices up and running, resolve any difficulties, and answer to angry customers and wait staff if machines go down.

NEEDS

This OEM needs to:

-  Grow and diversify its business with additional revenue streams beyond one-time purchases
-  Increase value to customers with services that are beneficial after their initial deployment
-  Help customers expand their fleets without further stretching IT teams or adding headcount
-  Position itself to be technologically transformed and prepared for new threats and technology evolution

CAPABILITIES

With the SquareOne Partnership Program, this OEM can offer their customers hardware that is already SquareOne-enabled, and easy to manage by even the most overcommitted IT teams. SquareOne's comprehensive services and support lines mean this OEM can deliver devices that are ready for

operation and efficiency right away. OEMs participating in the SquareOne Partner Program receive both an additional stream of revenue from the sale of SquareOne and a volume-based kickback, plus unique service benefits for customers.

Through the SquareOne partnership program, this OEM can:

-  Offer management-enabled devices that are fully functional as soon as they leave HQ
-  Increase revenue through sale of SquareOne to their own customers
-  Provide easy to use device management resources to IT teams
-  Compete with entities bundling hardware & software without additional overhead