



PAYMENT TECHNOLOGIES

You Sell the POS. Why Not the Payments Too?

ONE STOP SHOP. NEW REVENUE STREAM. MORE OPPORTUNITIES.

Adding payments to a point of sale solution unlocks **incremental and recurring revenue**, turning each customer into a long term profit stream rather than a one off sale. It also makes your solution harder to replace, giving your customers everything they need from one supplier.

Why Partner with BlueStar and PAX?

Adding payments to your offering doesn't mean becoming a payments expert overnight. To succeed, you need both a trusted payments platform and a distribution partner that can help you identify opportunities, select the right solution and support your customers.

PAX delivers proven payment technology used around the world and is the leading provider delivering secure payment devices used across a wide range of verticals. While BlueStar helps you configure and deploy the right solution for your existing customers with confidence.

PAX AT A GLANCE

- **#1 Global Provider** of Android payment devices
- **Over 25 years** of payments expertise
- **Serving 120+ Countries**
- **Certified** with major European acquirers
- **Varied portfolio** with payment devices for any solution



KEY APPLICATIONS



Retail & QSR

Fast, secure checkout at tills, mobile POS for queue busting, self-service payment terminals



Hospitality & Travel

Table-side payments, hotel check-in/check-out, ticketing and transport payments



Unattended & Self-Service

Vending machines, parking metres, kiosks with secure chip & PIN acceptance



Services & Field Payments

Interactive learning, internal communications, emergency notifications



YOU ALREADY HAVE THE OPPORTUNITY. YOU'RE JUST NOT SELLING IT.

We help you choose the right mix, configure it, and ship it ready to deploy.



**Do your
customers**
Take in-person
Payments?



**Do your
customers**
Buy their POS
systems from you?



**Do your
customers**
Still rely on cash or
outdated terminals?



**IF YES TO ANY OF THESE, YOU ALREADY HAVE PAYMENT
OPPORTUNITIES IN YOUR EXISTING CUSTOMERS!**

**YOU'RE ALREADY DOING THE HARD PART
OF CONFIGURING THE FULL POS SOLUTION.**

WHY NOT SELL THE PAYMENT DEVICE TOO?



**You win the
POS deal**

sell the payment
device along with it



**Your customers
take payments**

you're missing a recurring
revenue opportunity



**You support the
POS system**

be their single
provider



READY TO ADD PAYMENTS TO YOUR LINE CARD?

Let's grow your business together. Contact us at bluestarinc.com.

