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MARTIN BUSINESS SYSTEMS Reseller Solution Case Study



Overview

Store: Martin Business Systems

Website:

www.martinbizsystems.com

Retail Market: Grocery

Background

Martin Business Systems specializes in the sale and service of complete point of sale hardware and software for grocery retailers. The company is dedicated to helping customers ensure that sales transactions and record keeping systems continue to operate at an optimal level.

Business Situation

The growing company was supporting an antiquated retail management system that could not be updated to meet the new industry standards. With consumer demands changing, an alternative solution was required that provided exceptional database stability, flexibility, features, and support.

Solution

The owner chose the Auto~Star retail management solution from Auto~Star Compusystems. Since becoming an Auto~Star reseller, the company has had enormous business growth, improved operational efficiency, and gained a competitive edge.

With over 60 years of combined experience, Martin Business Systems (MBS) specializes in the sale and service of complete point of sale hardware and software for grocery retailers. The company is dedicated to helping customers ensure that sales transactions and record keeping systems continue to operate at an optimal level. To ensure a healthy two-way relationship, Martin Business Systems stays informed about the latest industry trends and most importantly, anticipates the needs of customers.

When Martin Business Systems started, the company was supporting an antiquated system that could not be updated to meet the new industry standards. With consumer demands constantly changing, an alternative solution was required that provided exceptional database stability, flexibility, features, and support. After carefully considering the options available, owner, Sean Martin, chose Auto~Star Compusystems.

Why Martin Business Systems Chose Auto~Star

Competitive Advantage

Since becoming an Auto~Star reseller, the company is able to offer a continually upgraded, feature rich application that customers are looking for. This in turn, has allowed Martin Business Systems to stay ahead of their competition. "Auto~Star provided a future POS path for MBS, and gave us a viable product to compete against our two competitors, NCR and Fujitsu", said Martin.

Opportunity for Business Growth

Martin Business Systems has seen enormous growth since becoming an Auto~Star reseller. According to Sean Martin, Auto~Star has assisted in this growth by offering "a feature rich application with compatibility that met many wholesaler requirements". This ensures that MBS can continue to market in the area and acquire new customers through the assistance of wholesalers.

Through increased sales and revenue, Martin has been able to hire additional sales and support staff. The ability to open their own help desk

can be attributed to the success of the Auto~Star systems sold by Martin. Being able to offer their own support, provides Martin with an additional source of revenue, in the form of recurring monthly fees that provide a predictable stream of income.

Realizing Operational Efficiencies

Choosing Auto~Star has also contributed to the company's operational efficiency. MBS is now able to offer an easy to use product with outstanding database stability. This considerably cuts down on the amount of time spent on support calls and training new customers.

In addition, Auto~Star offers resellers continuing education and support, including the opportunity to attend webinars and training seminars. This ensures that they are up to date on the latest features and enhancements. According to Martin, "Webinars and the seminars at the Reseller Conference have been very instrumental". The Auto~Star call centre is open 24 hours a day, 7 days a week to help resellers become proficient in the use of products. Resellers receive excellent feedback and support, and problems are resolved quickly. Martin can attest to the quality and availability of technical support. "Tech support has been great. They are well informed and available when we need them". This has had a direct result in increasing productivity, as well as time and cost savings. Resources that were previously needed to manage operational tasks can now be invested in initiatives to generate new sales revenue.

Customer Satisfaction

Adding to customer satisfaction, Auto~Star's ongoing upgrades and patches allow retailers to continuously update their software. "Auto~Star is constantly updating their software to be compliant and feature-filled with what customers are looking for", said Martin. This gives resellers the ability to market Auto~Star software as a long-term investment.

"Auto~Star provided a future POS path for MBS, and gave us a viable product to compete against our two competitors, NCR and Fujitsu".

Sean Martin, Owner,
Martin Business Systems

The combination of an exceptional product, superior support, and increased growth result in a total package that resellers, like Sean Martin, can be confident in selling to retailers. Martin is proud to say, "We provide an Auto~Star solution for outstanding stability, ROI, and flexibility into the future".

About Auto~Star

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, and health and nutrition retailers across Canada, the United States, and the Caribbean. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs.

*Photo by Brian Lanker