



# STERLING

Payment Technologies

*innovations in payments®*

## Partner with Sterling to Grow Your Business and Increase Profits

STERLING PAYMENT TECHNOLOGIES HAS ENJOYED A LONG HISTORY OF WORKING WITH POS DEVELOPERS.



**With more than a decade of expertise and hundreds of payment solutions for traditional POS, mobile and web processing,** we're proud of our ability to get your software integrated, certified and to market quickly and easily.

**A**s a POS developer you can expect a full package of services to get your payment solution integrated without delays and red tape. Sterling offers a complete range of development tools for retail, restaurants, MOTO, e-commerce and B2B, as well as other specialized vertical markets.

- Flexible solutions for any POS system
- Clear and simple APIs and documentation
- Tokenization and card vault
- Recurring billing
- EMV solutions
- Point-to-point encryption
- Out-of-scope solutions
- Middleware options
- Datacap Alliance Partner
- POS funding program
- Ongoing revenue sharing

### Increasing Your Profits

*Many developers are so busy developing their products, there's little time or resources to devote to growing a more profitable business.*

But POS developers who participate in Sterling's Partner Program have access to a wide range of services and support to help grow their businesses and increase their profits from ongoing residual income.

**For example,** when you or your POS reseller partner have a merchant lead, a Sterling account team will step in with as much help as you need to close the sale.



## Promoting Your Company

The most common concern we hear from POS professionals is the lack of time and resources for promoting their own businesses.

When you partner with Sterling, our team of writers, designers, and marketing professionals are available to help you with an extensive lineup of marketing services:

- **Sales Materials.** Sterling makes available dozens of brochures, flyers, posters and other print material promoting Sterling's products and services. These materials can be customized with our partner's logo, color schemes, and contact information.
- **Direct Mail and Lead Generation.** If our developer partner wants to target a specific market, we'll create an eye-catching postcard or other print piece to mail to that group. Then, Sterling's in-house sales team will make follow-up calls on the partner's behalf.
- **Web Marketing.** We make it easy to use the power of the web to reach customers. Our team of web marketing and development experts provide co-branded landing pages, microsites and targeted e-mail blasts to promote developer partners' software and services.



## Making It Easy for Merchants to Purchase Your Products

Another way we help our partners grow their business is by making it easier for merchants to purchase their POS products and services. We offer:

- **Sterling Funding** – Our in-house funding program offers merchants financing up to \$250,000 through the purchase of future credit card sales. Fast approvals, in about a week, help pay for POS purchases, business expansions, renovations, ad campaigns and other business needs – with no risk to our partners.
- **Funding JumpStart** – Sterling is one of the few funding companies that offers a cash advance to a brand new business.
- **Sterling EZpay** – EZpay gives merchants an easy way to pay for POS products, upgrades and service contracts – and takes away the hassle of invoicing and collections from our partners. Payments are deducted from merchants' daily card volume, and Sterling pays the developer partner.

AT STERLING PAYMENT TECHNOLOGIES, WE VALUE THE TRUST OUR PARTNERS PLACE IN US AND ARE COMMITTED TO GOING ABOVE AND BEYOND TO HELP OUR POS DEVELOPER PARTNERS GROW AND PROSPER.

If you'd like additional information about our Partner Program and the services we can offer you, contact us at:

(800) 591-6098 • [www.sterlingpayment.com](http://www.sterlingpayment.com)

