

THE BENSERON GUIDE TO CONFIGURING YOUR POS SYSTEM

More than just a register—your complete end-to-end Restaurant Orchestration solution.

INTRODUCTION

With all this “tech talk” in mind, restaurant operators should have two main objectives when it comes to any technology investment:

1. First, streamline your operations. Here, your goal is to increase both employee productivity and process efficiency, both of which will make for significant cost savings.
2. Second, enhance the quality of the guest experience. This will help increase satisfaction, loyalty, advocacy, online ratings, and, of course, revenue growth.

Luckily for you, Benseron’s next-generation POS systems can help you meet these objectives far more efficiently than the systems they succeed.

| | | | |
|---|--|--|--|
| | | | |
| Sales reporting | Customer management | Inventory management | Employee management |
| Record and analyze sales data to make informed business decisions | Log purchases and keep in touch with customers through marketing tools | Manage quantity of stock to determine when and how often to reorder products | Provide clock-in/clock-out tools and manage scheduling and payroll |

SOFTWARE OPTIONS

There are two common software deployment methods:

| | |
|--|---|
| | On-premise |
| | •A traditional software model. Purchase one or more licenses upfront for the software and install it on your computer system or servers. You’re in charge of updating and maintaining the software. |
| | Cloud-based |
| | •Also known as Software-as-a-Service (SaaS) POS solutions. You access and support the system via the internet. Don’t worry—if your internet goes down, our POS systems can track sales and sync them once you’re back online. |

HARDWARE NECESSITIES

Screen/Tablet

Standard monitor that displays the product database. Enables other functions, such as employee clock-in and viewing sales reports. Tablets—especially iPads—are popular for replacing bulkier monitors.

Card Reader

Secure and EMV-compliant credit card readers are extremely important for retailers since the EMV payment standard went live in 2015, and non-compliant retailers face potentially huge losses on account of fraud liability.

Receipt Printer

Email and text receipts are gaining popularity, but paper receipts are still important for providing customers with a quick snapshot of their purchase. You can print employee sales totals, hours and other information.

Cash Drawer

It may fade away in the years to come, but cash is still king. And as long as it is, you need a secure place to store cash for transactions. Additionally, there are no credit card fees tied to accepting cash.

SOME “MAYBE” NEEDED OPTIONS

Not all businesses have the exact same POS needs, so depending on your setup, you might also need some these items.

Kitchen Printers - Thermal vs. Impact

- Communicates food orders from the point-of-sale to a restaurant’s kitchen. Restaurant POS printers typically come in two varieties: thermal, where the printer selectively heats special thermal paper to make black text and images appear, and impact, where the printer uses a printhead and ink ribbon to put ink on the paper. Thermal paper can become discolored or even totally black in hot environments...like a restaurant kitchen, so we strongly recommend using an impact printer in your kitchen.

Additional Tablets/Mobile Devices for Tableside Ordering

- Another restaurant-centric POS item, which allows waiters to take orders on a tablet or from a busy line, and send those orders electronically to the register and/or kitchen.
- Hand Held iPad Enclosure:



Self-Service Kiosk

- Allows customers to check out on their own, such as in a grocery store scenario or a “Micro Restaurant” concept.

Customer Facing Display

- Swivel Base: Allows you to turn the register tablet around so the customer can sign off on their payment right from the register interface
- Dual iPad Customer Enclosure: Holds two of the same sized iPads, which are synced together to allow your customers to order, pay and go in seconds.

Sold by Weight?

- Needed if you ring up items based on weight rather than quantity (for example, a frozen yogurt shop or deli).

To wire or not to wire?

- POS Systems that store some information locally instead of in the cloud require you to have a local server, which is basically just a Mac or a PC.



- In some cases, your ticket printer can be pretty far from the rest of your point of sale system, so Ethernet is usually the best choice for connectivity. You may find yourself needing some long-length Ethernet cables, and you should make sure that your network router or switch has enough Ethernet ports to support your desired number of printers.

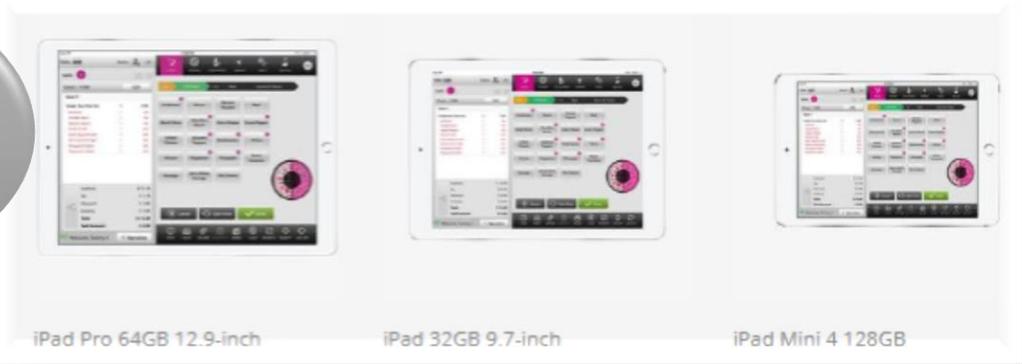
Credit Card Readers vs. EMV Readers

- You'll want a credit card reader that quickly and efficiently reads cards, whether they are magnetic stripe cards or the soon-to-be-standard EMV chip cards. The switch to EMV chip cards may eventually mean a shift toward "pay-at-table" practices at restaurants, just like in Europe. However, since most EMV chip cards will still use signatures for now, that change is probably a few years away. However, you'll still want a chip card-capable reader and point-of-sale system to help protect your restaurant from chargebacks and fraud liability.

DEFINING THE REQUIREMENTS

| Linga POS - Per Station | TABLE SERVICE | | QUICK SERVICE | | PIZZA & DELIVERY | | BARS & CLUBS | | | |
|-------------------------|---------------|----------------|-----------------|-------------|------------------------|------------|------------------------|-------|-----------------|---------------|
| | iPad | iPad Enclosure | Receipt Printer | Cash Drawer | iOS Credit Card Reader | EMV Reader | Kitchen Remote Printer | Scale | Barcode Scanner | Label Printer |
| Quick Service | X | X | X | X | X | Suggested | X | | | |
| Bar | X | X | X | X | X | X | X | | | |
| Full Service | X | X | X | X | X | X | X | | | |
| Pizza | X | X | X | X | X | X | X | | | X |
| Yogurt/Deli | X | X | X | X | X | | | X | | |
| Retail | X | X | X | X | X | | | | X | |

Chose what size iPad!
Available in 9.7",
12.9" or the iPad
Mini.



NETWORK SETUP



Before you start make sure you have the devices listed below. Use this guide to properly setup your new Linga POS Network.

1. iPad
2. Access Point
3. Router & Modem
4. EMV Card Reader
5. Receipt Printer
6. Cash Drawer
7. Kitchen Printer

Network Setup

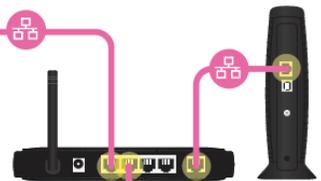
1. iPad



2. Access Point



3. Router & Modem



- WiFi Connection
- Ethernet Cable
- Cash Drawer Cable
- Bluetooth



4. EMV Card Reader



5. Bluetooth Receipt Printer

LAN and Wireless Connections Available



6. Cash Drawer



7. Kitchen Printer

HOW DO I KNOW WHAT TO ORDER?

| Define POS HARDWARE Requirements | | Define POS SYSTEM Requirements | |
|--|--|--|--|
| How many POS stations | | How Many Locations do you operate | |
| How many Receipt Printers | | Do you need Online Ordering | |
| How many Cash Drawers | | Do you Need a Customer Loyalty Program | |
| Do you need a Customer Facing Display | | Do you need a Waitlist/Text Alert Function | |
| A Bar Code Reader | | Do you need Delivery Mapping for Drivers | |
| A Digital Food Scale | | Do you need Cloud Reporting | |
| How many Remote Printers (For Bar/Kitchen) | | Do you need to import data to QuickBooks | |
| Do you need a Kitchen Video System | | Do you need an Inventory Module | |
| Do you need a Label Printer for delivery Orders | | Do you offer Gift Cards | |
| Do you need Caller ID for phone-in Orders | | Do you need an Employee Scheduler | |
| Do you need a back-office PC (Windows) | | Define Payment Processing Needs | |
| Tablet for table side ordering | | Do you need Payment Processing Services? | |
| Do you need a Wireless EMV Reader? Do you need the ability to tip adjust? | | When is the last time you confirmed your costs for this commodity service? | |

READY TO SELL? PARTNER ACTIVITIES

OVERVIEW

How our Partner program works:

Benseron offers our reseller business partners special offers on Benseron products and software. These offers are part of our Partner Purchase Programs. We offer our partners enrolled in our reseller program a specific percentage off the subscription rate and special discounted prices on the MSRP of our hardware products. The discounts are applied on the front end, allowing the partner to adjust the customer price, as well as eliminating the wait for your commission checks.

REGISTER YOUR LEADS

Please fill out the form below with the merchant's info and your info. This will register your customer in our CRM under your Partner Account.

LINGA POS

Lead Referral Form
Please fill out the form below with the merchant's info and your info. Upon submission, a POS Specialist will reach out to the lead on your behalf.

Merchant First Name *

Merchant Last Name *

Merchant Email *

Merchant Phone # * - -

Merchant Store Name *

What

- o A POS Speci
- o Once your M confirmation,
- o At this point,

Partne
Please contact:

- o Email: chann
- o Phone: 1-800

Havi

If you are a **REFERRAL PARTNER**, this lead will be contacted and worked through our internal sales team. If the customer you referred ends up in a PAID sale from Linga POS or Bevo POS and Hybrid Payments, you will receive up to a \$400 Referral Fee. If the deal only includes a POS system, \$150 will be paid. If you take pictures of the implantation on-site and post them on one Benseron Hospitality's social media pages, you will receive a \$50 bonus!

If you are a Certified Gold Partner, please mark the box that reads "Do not contact merchant".

This will ensure our sales team knows they should not contact the customer for a discovery call and demo. This will be your responsibility, but of course, we are always available to help!

CUSTOMER PAYMENTS

Customers will only and always make payments to you.

We will never, ever send invoices directly to them. That responsibility is yours and yours alone. With our transparent, standardized pricing via the

online hardware store, you can add your commission to the deal. This ensures that the client will pay only you and you receive your commission when the customer pays you.

If you want to take the risk of paying us first before the client pays you, that is your choice. However, If the client decides to cancel before you're even paid, that is also your responsibility. We recommend that you wait until you are paid before paying us, to mitigate risk.

HARDWARE ORDERING

LINGA POS/BEVO POS - HARDWARE STORE

1. Upon completion of the necessary reseller onboarding, training and certification a Shopify "Store" website will be created with your email address. An activation link will be sent to you using your email address. This store will be tagged as a reseller account, unlocking the discounted partner pricing on all hardware items offered, as well as gift cards, receipt paper, printer ribbon, etc. **Please note that all Apple products are listed at Apple's MSRP.**
2. Once you receive the email, please click on the provided link to complete the registration. You'll then enter the password you want to use for the login. If you do not receive this email, please check your spam folder. If it is still not there, let us know and we will manually complete your registration.
3. All of your customers' purchases will be completed through your online store, by you, on behalf of the customer. We offer a front-end discount in lieu of a commission rate. The discount is offered to you prior to a sale and granted at the point of purchase, so you will never be waiting on your commission checks.

Your profile will be set up as a **Reseller Account**, which means you will have special pricing on hardware that is not available to regular customers. The MSRP/List price will be shown, as well. From there, you can create itemized estimates (or bundles) for your customers and add on your markup, which then becomes your commission on the deal.

DEMO LICENSES

If you haven't already, please visit our pricing page and sign up for the free 14 day trial version of our Linga POS – Enterprise edition. This license will be converted, at no charge to the reseller, as the reseller's demo account.

The reseller shall receive one enterprise license, with up to three additional user seats, at no cost to the Reseller, upon successful completion of the Linga POS training provided by Benser Hospitality and passing the Linga POS Certification. Licenses are to expire 6 months from the date of issue, and reissued only upon successful completion of the Linga POS training provided by Benser Hospitality and passing the Linga POS Certification. Reseller Certifications must be current to utilize the free license. If Reseller fails to comply with the Linga POS Certification, Reseller license can be revoked at any time.

SUBSCRIPTIONS

We have created special link for you so we can keep track of all the deal signups from your end. Upon completion of the onboarding, training and certification process, you will receive an email with your **DEALER CODE AND COUPON CODES**. Once you receive your dealer code, you will use that to sign up your customer on the Benser Subscription Pricing webpage. **We always recommend that you try to sell yearly plans vs monthly plans so you can see some cash flow increase immediately.**

HOW TO SET UP CUSTOMER'S SUBSCRIPTIONS

1. You will receive an email with your **DEALER CODE AND COUPON CODES**.

Once you receive your dealer code, you will need to create the customer's store, with the name being their business/restaurant name. Creating this store is necessary to start the subscription ordering process. The coupon codes will NOT work until the store is created.



Try Linga POS for free now

Try LINGA for FREE . No credit cards, no contracts.

Store Name

Email

Password

CREATE MY STORE

* By clicking the "Create my store" button you agree to our [Terms and Conditions](#)

2. How do you create a store? It's easy. If your Dealer Code is BENSERON, for example, you will replace the section <<dealer_code>> on the signup link with BENSERON for each new subscription.

<https://www.lingapos.com/create-a-store/?dealer=BENSERON>

3. Once your customer's store is created, you will be able to select the plan you wish to order for your customer. Please use the following table to

RESELLER SUBSCRIPTION DISCOUNT CODES

| | | LINK | CODE | |
|------------|----------------|---|---|------------|
| Basic | Create a Store | <a href="https://www.lingapos.com/create-a-store/?dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?dealer=<<dealer_code>> | BENSERON | |
| | Monthly | <a href="https://www.lingapos.com/create-a-store/?plan=basic&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=basic&dealer=<<dealer_code>> | BENSERONMY | |
| | 1 Year | <a href="https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>> | BENSERONMY | |
| | 2 Year | <a href="https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>> | BENSERON2YR | |
| | 3 Year | <a href="https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=basic-yearly&dealer=<<dealer_code>> | BENSERON3YR | |
| | Pro | Monthly | <a href="https://www.lingapos.com/create-a-store/?plan=Pro&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=Pro&dealer=<<dealer_code>> | BENSERONMY |
| | | 1 Year | <a href="https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>> | BENSERONMY |
| 2 Year | | <a href="https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>> | BENSERON2YR | |
| 3 Year | | <a href="https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=pro_yearly&dealer=<<dealer_code>> | BENSERON3YR | |
| Enterprise | Monthly | <a href="https://www.lingapos.com/create-a-store/?plan=enterprises&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=enterprises&dealer=<<dealer_code>> | BENSERONMY | |
| | 1 Year | <a href="https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>> | BENSERONMY | |
| | 2 Year | <a href="https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>> | BENSERON2YR | |
| | 3 Year | <a href="https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>>">https://www.lingapos.com/create-a-store/?plan=enterprises_yearly&dealer=<<dealer_code>> | BENSERON3YR | |

PRICING TABLES

SUBSCRIPTION PRICING

To reduce the cost significantly, they can choose the annual plans and pay upfront. Here is the Partner Pricing, so you can set your own margins.

Here is the breakdown of Partner Pricing on subscriptions:

HARDWARE PRICING