centeredge SOFTWARE

BUYING GUIDE

10 Questions to Ask When Considering Point-of-Sale Software

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Introduction

Purchasing or upgrading point-of-sale (POS) software for your family entertainment or amusement facility is a critical (and challenging) decision. With so many providers, it can be tough to compare apples to apples and choose the best solution for your business. But, above all, you need a provider that truly understands the entertainment industry and creates solutions rooted in service, partnership, and innovation.

As we approach 1,000 entertainment venues using CenterEdge, we asked our users to provide insight into how they made their POS purchasing decision. In this Buying Guide, you'll get what you need to make the best decision for your facility and ensure you have the systems, tools, and support to succeed every step of the way.

Take Their Word for It...

"CenterEdge has been some of the best and most helpful team members I've worked with. I really appreciate how accommodating you all have been, [going] above and beyond to make sure that our system is ready to go for opening. Switching to CenterEdge was one of the best decisions we made."

ZACH JOHNSON
GENERAL MANAGER, REV'D UP FUN

1 What's full-facility management software?

Multi-attraction amusement parks and entertainment centers have unique needs for managing data. Much more than point-of-sale software, a full-facility management solution provides an integrated platform with one central point of revenue and guest data capture, making running your business a breeze.

For example, a facility might have capacities for specific attractions, require guest liability waivers, or offer concessions and full-service dining. This creates a need for the accompanying software to manage data, sales, inventory, customers, and the team that makes it all happen. A scalable facility management solution like CenterEdge provides one system to manage all these elements, streamlining revenue intake and allocation while delivering a single point of reference for all analytics and enabling efficient, informed business decisions.

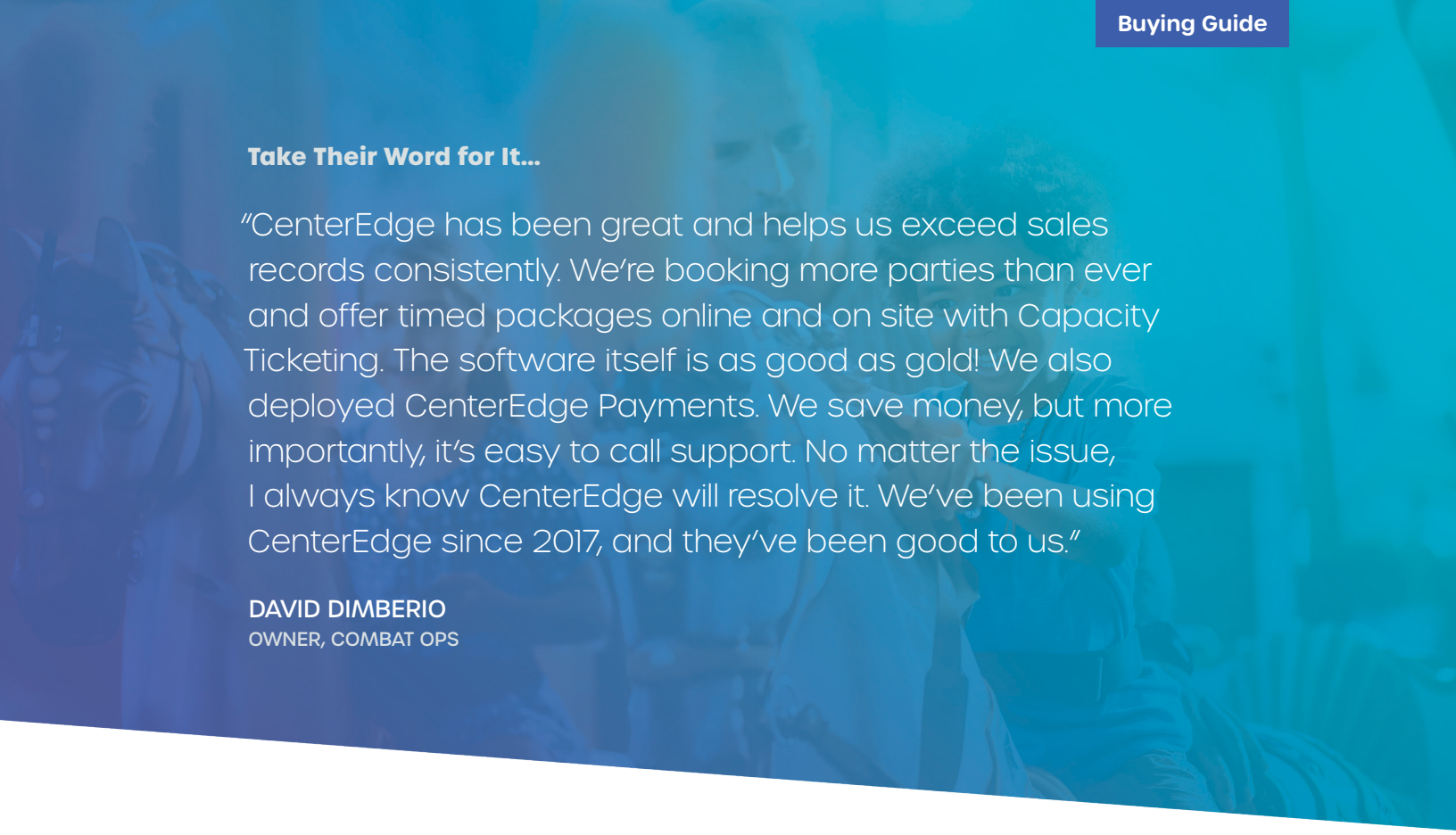
2 Should I appoint single-purpose solutions for each aspect of my facility?

Single-purpose solutions offer a seemingly low cost of entry, but it's not all sunshine and rainbows. Standalone waiver systems, for example, don't integrate with guest profiles, preventing capitalization on tokenized credit cards, insight into experience data, and promotional opportunities. Plus, verifying a new waiver at every visit is not the least bit efficient for your team. Food service management software might be effective in food sales, but it's often not built to integrate with other solutions, creating disconnects in revenue allocation and analytics. Say a birthday party package includes food and beverages, attractions, game cards, and merchandise. CenterEdge integrates seamlessly with items sold online and on location, offering solutions like customizable tax rate allocation, inventory and recipe management, and granular revenue tracking.

One-off solutions lack the power to sell varied attractions and offerings from a single, easy-to-use screen. CenterEdge can manage payments, revenue allocation across one or multiple vi sits, access control media, and much more in a single, efficient process, which is the epitome of efficiency for even the most elaborate offerings.

Parties and group events can be anywhere from 20 -50% of the business. You need a POS solution for online and in-person transactions that can also manage admissions and event space, food and beverage schedules, invoicing and communication, and resource allocation for well-run events.

The entertainment industry is constantly evolving --and so is your facility. Switching systems is costly in dollars and time spent training and adjusting operations. When selecting a facility management solution, it's essential to consider your facility today, in three years, and in ten years so you can choose a solution that scales with it.



Take Their Word for It...

"CenterEdge has been great and helps us exceed sales records consistently. We're booking more parties than ever and offer timed packages online and on site with Capacity Ticketing. The software itself is as good as gold! We also deployed CenterEdge Payments. We save money, but more importantly, it's easy to call support. No matter the issue, I always know CenterEdge will resolve it. We've been using CenterEdge since 2017, and they've been good to us."

DAVID DIMBERIO
OWNER, COMBAT OPS

▷3 *How can I control access to different attractions using CenterEdge?*

Access control is critical to guest management revenue allocation. CenterEdge offers multiple access control options to simplify this process, including technology for single-use paper wristbands, rubber souvenir-style wristbands, or magnetic swipe cards used with turnstiles, handheld scanning devices, or mobile stations.

CenterEdge integrates with the industry's leading cashless systems so guests can engage with games and attractions via typical swipe cards or dual-media wristbands combining normal or 2D style barcodes with contactless technologies like RFID.

▷4 *How can I be sure CenterEdge meets my unique needs?*

CenterEdge offers a one-on-one needs assessment and personalized software demos to guide you through the modules and features that will accomplish exactly what you're after. Once you select CenterEdge, your management team will work with a dedicated software trainer to learn and build your database. With so much of our solution being customizable, you'll have all the tools needed to set up every aspect of your system, and each station within it, to your unique specifications. And you'll know how to do it independently so you can make changes without waiting for tech support or paying costly expenses.

5 What makes CenterEdge reporting different and better?

CenterEdge offers robust reporting that empowers you to review data and make informed decisions. Choose from dozens of pre-built reports or create your own report using ad hoc features. Then, filter results to view and compare data. All reports can be emailed automatically and daily to stay updated on park progress and success.

CenterEdge maintains all revenue reporting in one central hub for real-time analysis and decision making, along with future planning. Further, with our integrated time clock feature, you can analyze labor against sales and have valuable indicators of operational efficiency available every day, shift, or hour if desired.

Through comprehensive guest data and segmentation, you can promote special offers or rebook birthday parties and events through targeted marketing emails.

6 What does CenterEdge do to keep guest data safe and secure?

CenterEdge is just as concerned with security as you are. That's why we have dedicated resources to ensure we operate according to national and international security standards for our system and webstores. Client webstores are housed on Amazon's Web Services platform, located in multiple availability zones, with client data stored locally and on their own databases. Further, clients can take advantage of several backup options to minimize loss in case of internet outages or other disasters.

7 How much does it cost to implement CenterEdge?

CenterEdge offers many attractive licensing options to help make a feature-rich solution available to any operator. Your facility management system must provide tools to help entrepreneurs run successful businesses, become pillars in their communities, and offer the best guest, team, and owner experience. At the end of the day, we provide exactly what you need, knowing that the best guest experience starts with a happy, thriving frontline team.

The price to implement CenterEdge depends on several considerations, including the number and layout of locations, guest service requirements, and software needs. You'll work closely with an experienced CenterEdge sales professional to build the right solution for your business. Then you'll receive a custom proposal, including everything needed to deliver your facility's unique offerings and wow factor.

8 What kind of onboarding process does CenterEdge offer?

CenterEdge offers a best-in-class onboarding program that provides the knowledge and skills to customize your software now and in the future. Your facility will be assigned a dedicated software trainer to guide you through the ins and outs of building, deploying, and leveraging CenterEdge. This includes having trainers on site during launch to ensure everything goes according to plan and that your team feels confident in using the software moving forward.

We provide individualized coaching six-to-eight weeks before installation, working together to set up your unique database, configure offers and menus, set up team schedules, and add attractions. When it's time for installation, you'll have everything needed to update new team members, offers, and revenue centers --now and in the future --with access to detailed training guides and tutorials for immediate questions answered along the way. All that remains is for your management team to organize frontline staff training. By this time, your managers will know the ins and outs of your software. If they get stuck, help is always a phone call away. You can also opt to have a trainer join you onsite at deployment to help you roll out selling with CenterEdge live.

We continuously assess operational needs and hold Support Office Hours from 8 am–8 pm ET on weekdays and 8 am–5 pm ET on Saturdays, with 24-hour support in emergencies. Even in those high-traffic weekend moments, we take your needs on as if they're our own, providing peace of mind that your staff and guests are always in good hands.

As you research, ask providers for a user reference list and contact several facilities with a similar attraction mix to yours. Ask what they wish they knew before getting started, what made them choose their solution, and if they'd make the same choice again.

9 It seems like I can get a lower-priced system elsewhere. Why is that?

At first glance, many solutions seem similar, but when reviewing solutions side by side, you'll find major differences in functionality and service. So, do your due diligence. Think about the types of attractions and packages you wish to offer. Do you want to adjust attraction capacity? Do you want to require proof of a valid liability waiver and streamline check-in for returning guests? Will you want to capture hour-by-hour guest spending, per capita data, marketing contact information, and how sales compare with labor? Do you need 24/7 support for critical care needs?

If so, investing in a more comprehensive solution, matched with depth in service and partnership, is incredibly worth it.

10 Why should I choose CenterEdge?

Your facility management solution will touch every dollar and guest in your business, so you need technology and a partner to meet your every need. In choosing software, go beyond considering features and benefits and understand established service level agreements, development plans, operating hours, and long-term relations.

CenterEdge was built from the ground up for POS and payment processing across multi-attraction amusement parks and entertainment centers. Today, our team of developers, specialists, and engineers is committed to serving nearly 1,000 venues across various entertainment and amusement industries. CenterEdge is used by top FECs and startups nationwide and is the only provider to deliver integrations with the four leading cashless systems.

We continuously listen to clients to provide new tools that meet the needs of a changing industry and distribute several new software releases each year, full of the latest enhancements to help you serve guests and stay ahead of the competition. CenterEdge is entirely configurable --right-sized today and ready to scale tomorrow, whether you want to add attractions, expand your food and beverage operation, or transform into a full-fledged franchise.

CenterEdge is committed to training frontline staff on software utilization, industry best practices, market trends, and leadership strategies. Our library is brimming with more than 150 resources addressing the challenges owners and operators face daily. In addition, we offer one-on-one and self-guided software training tools.

We also speak, sponsor, and attend top education events, including IAAPA Expo, Bowl Expo, Birthday University, Amusement 360, the Experience Academy, Foundations Entertainment University, and FEC Success. Throughout the year, we offer scholarship opportunities to clients interested in attending events as our guests.

Take Their Word for It...

"We're looking forward to streamlining our business operations using CenterEdge, so we're able to focus on our number one priority: our customers. By implementing this software, our managers and employees are empowered to provide unparalleled experiences to the families visiting The City Forum without creating operational bottlenecks. We're excited to have a software solution as diverse as our business concepts and well-suited to handle every bit of our daily routine, from sales and labor tracking to inventory control, party bookings, and more."

DANA KNOTT
OWNER, THE CITY FORUM

Jump Ahead

At CenterEdge, we're successful when you're successful. We operate through four core values: partnership, accountability, integrity, and innovation --evident in our persisting dedication to evolving our software for the unique needs of the entertainment and amusement industry. With nearly 1,000 venues running on CenterEdge, we strive to lead the way in innovation by listening to user feedback, applying industry and software experience, and keeping a finger firmly on the pulse of the industry's growth and changes. Contact us to take the next step in building a world-class entertainment venue.

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Happy Team. Happy Guests.™

CenterEdge is a leading US-based provider of point-of-sale solutions, secure payment processing, and business excellence mentoring that streamlines full-facility management across multi-attraction amusement parks and entertainment cventers. Through proven feature-rich software solutions, entertainment and service expertise, and a true partnership approach, CenterEdge helps entrepreneurs run successful businesses, become pillars in their communities, and offer the best guest, team, and owner experience.

EXPLORE MORE

Contact us at info@centeredgesoftware.com to learn how we can streamline your operations!