



# The Big Questions *Everyone Asks About* Changing POS Systems

12 Reasons It Doesn't Have to Hurt



## What Are You Most Worried About?

**You work hard. Every day you strive to build a thriving community business that delivers an exceptional guest experience, meaningful work, and makes money. The competition is getting stronger every day, so it's imperative that you constantly look for ways to stretch and grow—to meet the needs of an ever-changing consumer in an ever-evolving industry.**

The problem is, when you opened your facility, you most likely had very different needs than you do today. It's why you're considering a new software solution. But change can be difficult, and you might be wondering what transitioning to a new solution will look like. How disruptive will it be? How much time will it take? Will it be worth it?

**There's a lot riding on your decision** and you probably have some very specific questions.

Luckily, the CenterEdge team has been developing software to meet the growing needs of our unique and diverse industry for more than 15 years, and we've helped nearly 1,000 locations deploy a central POS and facility management solution simply, successfully and with a smile!

**Get answers to the 12 burning questions most owners and operators have about:**

- ▶ what happens to your data,
- ▶ how it will impact your web presence,
- ▶ credit card processing and security,
- ▶ hardware needs, and
- ▶ training for yourself and your team.

**▶ Making the switch to new software doesn't have to be painful.**

## Your Data

**One of the main reasons amusement facilities hesitate to replace their current point of sale software is they fear losing or damaging their existing data. The CenterEdge team is here to help you manage your data easier, better, and faster, and that means making smart use of what you already have while also improving how everything works together. Reporting and analytics are our specialties, so data is at the heart of everything we do!**

### **What will happen to my current guest data? I need that data!**

Not a problem! All essential guest data can be imported into your new CenterEdge database so you can maintain access to guest details, validated waivers, gift card balances and other vital information.

Commonly transferred data includes:

- ▶ Customer profiles
- ▶ Waiver expiration information
- ▶ Gift card balances
- ▶ Employee records
- ▶ And more!

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### **How It Works**

1. Your CenterEdge sales representative will walk you through a needs consultation so you can consider what information you wish to move.
2. From that conversation, you'll get a "next steps" document and transition timeline.
3. A CenterEdge implementation specialist will then provide a field worksheet you can use to effectively map your existing data to fit the corresponding fields in your new database.
4. Then, our experts will import the data into your database so it's ready when you are.
5. Finally, you'll get all the tools and training you need to manage your data exactly the way you need to during your dedicated onboarding sessions!

## Your Online Presence

**Your website is often the first place a guest interacts with your facility, so it is essential you stay up and running during your transition. Minimal interruption is your goal and CenterEdge delivers.**

### What will happen to my webstore?

With an integrated online store as part of your CenterEdge software solution, your guests will now experience a mobile-friendly interface, consistent product naming and a themed store experience that matches your current website.

Your webstore will also be tied to your local system, so you only have to enable items you created in inventory to have them display on the web. No manual copying and pasting, no duplications and no overselling product.

### Will I lose my existing bookings?

Any existing bookings can be quickly and easily scheduled into your new Groups Application and you'll never have to worry about overbooking tickets, passes or events again! All the CenterEdge modules talk in real-time, including:

- ▶ park admissions,
- ▶ attraction capacities,
- ▶ room reserving,
- ▶ food and beverage needs, and
- ▶ schedules.

So you can manage everything seamlessly!

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### How It Works

1. Your CenterEdge implementation specialist can assist in theming your online store or give you the tools to do it yourself.
2. Transition takes place with the click of a button, resulting in no interruption to your guests. Your webstore will have the same look and feel of your current website.
3. With a central hub for bookings and deposits, your in-store ticket validation and party confirmation processes are simpler right out of the gate.
4. Any existing booked events can easily be scheduled into your Groups Application.
5. If importing customer profile data, you'll be able to search and connect your party to your guest's profile and manage capacity, scheduling and future sales data instantly.

## Merchant Services

**Credit card processing is a critical component of your business. That's why CenterEdge has built proven relationships with the leading merchant services providers.**

### **What kind of service provider and hardware will I need?**

The CenterEdge team can advise you on the features and benefits of all the leading service providers so you can choose the one that will best meet your needs. We can also help you select the right hardware and tools to make taking payments instore and online convenient for guests and team members alike.

Some processors require the use of a third-party gateway called DataCap NetEPay. Your CenterEdge sales representative can give you more information about the features and limitations of each supported processor.

### **Are my guests' credit cards secure?**

Credit card security is one of our chief priorities and we have dedicated resources that make sure our Advantage systems and webstores are operating in accordance with national and international security standards. Advantage is PA-DSS compliant and our webstores are PCI-DSS compliant.

### **Can I tokenize credit cards?**

Absolutely! If you want to give your guests that added layer of security when using their credit cards at your facility, many of our processor partners can enable credit card tokenization and process instore payments with EMV chip and pin technology.

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#### **How It Works**

1. During your implementation training, you will be provided with the steps and deliverables needed to ensure your merchant services providers and accounts are set up correctly.
2. Your implementation specialists are on your side and will assist you in testing payment functionality at the time of your online or physical install so that you're ready to take payments instore and online.

## Hardware

**The technology that runs POS and facility management hardware is advancing at a rapid pace. Relying on old hardware to run new software can result in reduced transaction speeds or clunky processing. Now is a great opportunity to update the hardware that will need to support your new software systems, so you can speed processing time and, as a result, transaction speed!**

### **I definitely need new hardware. Where do I start?**

Excellent! Replacing outdated hardware at the same time as your software makes for a more streamlined technology installation and team-member training experience. You'll be able to:

- ▶ save on installation fees and travel expenses by transitioning both at the same time, and
- ▶ take advantage of our trained and knowledgeable installation specialists.

CenterEdge hardware is purpose built for entertainment facilities and is backed by a 3-year warranty for PCs and 1-year for other peripherals. Just let your CenterEdge sales representative know and they'll walk you through all the details.

### **My hardware is still in good shape. Do I *have* to buy all new?**

CenterEdge is often able to use your existing hardware if the system meets today's requirements. Your CenterEdge sales representative can provide you with necessary system requirements to help you determine if you should upgrade your hardware or if we can work with what you already have.

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#### **How It Works**

1. When it comes to physically installing software and/or hardware, our trained team can be onsite to do this with you or we can complete the process remotely.
2. Bottom line, we'll work with you in the ways that make the most sense for your team – and your business.

# Training

**Training can make or break a new solution implementation. That's why CenterEdge meets you where you are to guide you through every step of the transition process. Whether you're a new facility setting up revenue centers for the first time, or a seasoned pro with a clear picture of exactly how you want everything to look, your training (and your team's training) will be customized based on your exact needs.**

## What kind of training will I need?

You'll get dedicated training sessions with one of our specialists, all based on your availability and date of deployment. Typically, sessions are one to three hours per week over six to eight weeks in advance of your go-live date.

Training sessions are held over the phone and with remote access to a virtual server for screen-sharing and hands-on instruction.

## When does training end?

You will always have access to our training specialists. Even after deployment is over!

## How long will it take to train my frontline team members?

Because CenterEdge is intuitive and easy-to-use, frontline team members can be up and running in less than an hour!

You'll get your very own Training Mode your trainers can use to equip all your team members with exactly what they'll need to begin selling your offerings and assisting your guests. Onsite training support is also always an option, and something you can discuss with your sales representative or implementation specialists.

Once trained, team members have one system to interact with, resulting in more efficiencies, better cash control, and a shorter path to proficiency.

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### How It Works

1. First, you'll learn how to set up and manage your unique database in real time.
2. Then, your specialist will help you create intuitive point of sale stations with the screens, buttons, items, and controls that make sense for each individual division or station.
3. At the end of training, you'll have a complete database ready to go when you are, and the tools and knowledge to make changes to your system immediately and in the future.



## About CenterEdge Software

CenterEdge is serious software for a fun business, offering the same kinds of features demanded by large-scale entertainment destinations in a package that is affordable and user-friendly enough for entertainment, amusement and adventure businesses of just about any size. CenterEdge Software has been enabling the easier and more effective operation of nationwide family entertainment centers, trampoline parks, water parks, museums, large-scale amusement parks and more since 2004. For more information, visit the company at [centeredgesoftware.com](http://centeredgesoftware.com) or follow CenterEdge on **LinkedIn**, **Twitter** or **Facebook**.

[centeredgesoftware.com](http://centeredgesoftware.com)

Contact us at [info@centeredgesoftware.com](mailto:info@centeredgesoftware.com) today to learn how CenterEdge can streamline your operations!