

Micro Markets

A Surging Vending Industry Segment

Revenue in the Vending Industry grew by more than 2% in 2014 as industry revenue reached over \$20 Billion for the first time since the economic downturn in 2008 . A large contributor to this recent growth is the surge in Micro Market placements in workplace break rooms. Micro Markets are unattended, self-checkout convenience stores placed in

break rooms to serve prepackaged meals and snacks to employees. Micro Markets offer a wider variety of fresh and healthy selections compared to vending machines. Employees and guests can purchase their favorite snacks using a wide variety of payment options with on-site security provided via remote video surveillance.

Connectivity & Micro Markets

Micro Markets require a reliable Internet connection for processing cashless payments, reporting sales and inventory levels to operators and remotely monitoring video surveillance.

Micro Market Connectivity Options

- Location Provided Internet – Micro Market client locations provide an Internet connection via their company network.
- Carrier DSL/Cable – Micro Market client locations subscribe to a new Internet

connection from a DSL or Cable utility service strictly for the Micro Market use.

- 3G/4G Cellular – Cellular service from popular connectivity providers such as Verizon & ATT supply Internet to a router placed in the Micro Market.



Convenience, Cost & Connectivity

Choosing Micro Market Connectivity

Determining the method to connect a Micro Market takes place early in the sales process as the budget and time to install are directly affected by this decision. Typically operators include representatives from the client's IT & Finance team as well as members of their own team when determining the connectivity to be used in a new Micro Market installation.



1. Knowing your options. Ask these questions.

a. Location Provided Internet

- i. Will the client's IT team allow you to utilize their Internet?
- ii. Do they have network cabling to the determined market location?
- iii. Can they make changes to network settings/port settings required for the market to connect without issue?
- iv. Can this connection be in place and tested by the target installation date?
- v. Is there an on-site IT team committed to supporting the connectivity to the Micro Market in case the Micro Market becomes disconnected?
- vi. Does my company have the IT capability to remotely support this connection in the case of network failure?

b. Carrier DSL/Cable

- i. Which carriers offer service to the client's building?

- ii. What is the cost of installing service in the building?
- iii. What is the monthly recurring cost including taxes, fees etc.?
- iv. What additional networking equipment is required to be installed?
- v. Can this connection be in place and tested by the target installation date?
- vi. Will the client permit this service to be installed in their facility?
- vii. Will the client's IT team support this connection in the case of network failure?
- viii. Does my company have the IT ability to remotely support this connection in the case of network failure?

c. 3G/4G Cellular

- i. Is their sufficient signal strength in the client's facility?
 - 1. If no, which network has towers nearby?
 - ii. What is the cost of the equipment required to be installed?
 - iii. What is the monthly recurring cost including taxes, fees, etc.?

General Challenges with Micro Market Connectivity

More than 25% of Micro Market service calls are related to connectivity issues. This presents a challenge to operators and Micro Market manufacturers.

1. Non Standard Networks: While all Micro Markets require certain settings be programmed on the clients' routers, each Micro Market on a client's network connects with different settings related to security and general Internet access, shared with different aggregates of users and devices. This makes troubleshooting connectivity issues very difficult as each issue requires detailed information about the client's network and cooperation from the client's IT team, if they are available.

2. Cost: When sizing the opportunity of new Micro Market, operators' sales teams generally assume the cost of the connectivity will be provided at no charge by the client. When the client's ability to provide this connectivity changes for any reason, the expense of connecting the Micro Market to the Internet becomes an added expense to the operator. After the sale is completed, it is



difficult for the sales team to renegotiate financial arrangements to accommodate the added expense.

In addition to being unprepared for the expense, operator companies generally do not have the purchasing power to obtain preferred pricing on connectivity with carriers for DSL/Cable or Cellular connectivity.

3. IT Support/Expertise: As of the 2014 Automatic Merchandiser State of the Industry Report, 74% of operating companies are considered small to medium (<\$5MM annual revenue). Companies of this size generally do not have enterprise level IT staff to support a

remote network of Micro Markets, each with a unique connectivity environment. In addition, Micro Markets are generally placed in locations with as few as 200 employees. These client locations may or may not have the enterprise level IT staff to support the Micro Markets connected to their network.

4. Security: Data security or transaction security is a primary concern. Although payment transactions are normally encrypted and secure from the Micro Market through to the processor, the type of network and connection can either add to the security or add a layer of risk.

The OptConnect Difference

Proven Track Record

After years of being the leading provider of reliable wireless solutions for ATM operators, Smart Safes, and Point of Sales, OptConnect extended their proven technology to Micro Market Operators.

“Offering our wireless solutions to other businesses is a natural expansion of our business,” says OptConnect Director of Business Development Wayne Vandekraak. “We’ve made significant investments in our products and support systems over the years, and have a proven track record of great quality service.”

Field Tested Technology

OptConnect’s device and services have been tested and approved by the technology and security teams of the top Micro Market manufacturers in the industry. There are active units deployed in the field on each of the top Micro Market brands. OptConnect devices contain proprietary technology that will obtain and maintain the highest possible signal strength on nearby cellular towers.

Unrivaled Security

Utilizing a private cellular 3G or 4G network is by far the most secure communications system available and the preferred communication method of the banking industry.



Fully Managed Services (No expertise required.)

OptConnect provides a fully managed service solution. Devices are delivered with network settings programmed for Micro Markets and DVR’s, and cellular services activated for a simple plug and play installation.



The OptConnect support team monitors your devices and cellular networks 24/7 for optimal performance. We have direct lines of communication with carriers for unmatched network support.

One Low Cost

OptConnect offers a fully managed service solution that combines hardware, communications, monitoring, a lifetime warranty and 24/7 tech support into one single monthly package with zero capital investment. We leverage our relationships with carriers to provide preferred pricing for network connectivity.

Unlike carrier's cellular data plans, the OptConnect program guarantees no overages, protecting operators from additional costs during busier days and months that require higher volume transaction use. In addition, unlike DSL which uses dynamic IP addresses that change daily and make it difficult for the financial institution to recognize incoming data from the Micro Market, static IP address are available from OptConnect at no additional charge.

“Operators can gain hundreds if not thousands of dollars in lost revenue that occurs when Micro Market placements are delayed due to provisioning Internet connectivity.” Says John

OptConnect Micro Market Program Highlights:

- **No Upfront Costs – Low monthly rates**
- **No hidden fees**
- **No Data Overages**
- **No fee for Static IP Addresses**
- **Choice of Carrier (Verizon/AT&T 4G, Sprint/T-Mobile 3G)**
- **Lifetime Warrantee on Hardware**
- **Ability to watch video from popular DVR's**
- **Tested by top Micro Market Suppliers**
- **24/7 device & network monitoring**
- **24/7 Tech Support**
- **Access to OptConnect Web Portal to monitor devices**

Hickey, Industry Technology & Operations Expert with Tech 2 Success, an OptConnect reseller.

“Sales teams can focus their efforts on showcasing their products and services rather than concerning themselves with IT requirements that make the sales process uncomfortable. This does not even consider lost time from client and operator IT staff studying and explaining the network requirements.”

The right connectivity solution should save operators time and money. OptConnect managed service solutions reduce delays in the installation process and ongoing support. OptConnect's monthly payment package provides operators a predictable monthly expense with no capital investment requirements. OptConnect is the obvious choice for a fast, reliable, secure and affordable connectivity solution for your Micro Markets.

Interested in learning how OptConnect's Wireless Managed Service can impact your business? [Contact us today to get started:](#)

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