



Artisan POS Software Reseller & Dealer Programs

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CerTek Software Designs, Inc.
507 Paula Dr. S.
Dunedin, FL 34698
877-723-7835
certek.com



Overview

CerTek is seeking to expand its dealer network. Our flagship product, Artisan POS Software, is well seasoned after a complete rewrite of our classic version and six subsequent releases. This new 4.8 version expands on our experience and feedback of the last 23 years. We have incorporated hundreds of ideas and improvements into 4.8 and we present it for your review and invite you to consider joining our reseller or dealer network.

Artisan POS is designed for general retail, with hundreds of configurable features to help tailor it to specific vertical markets and individual needs. We will help assist you in making sure Artisan is the right fit for your customer. Artisan competes well against many other POS packages, offering many distinctive advantages over our competition.

Target Verticals

Artisan POS has been optimized for and deployed in the following Retail Markets:

Antiques / Antique Mall	Gift
Apparel (Baby, Kids, Ladies, Men)	Home Accessories
Attraction / Souvenir / Museum	Jewelry
Coffee / Food Service (not Table Service)	Linen / Decor
Consignment / Craft Co-Op	Party Supply
Fine Craft Gallery (including Consignment)	Pet Supply
Fireworks	Scrapbook
General Retail	Wine & Liquor

Reseller and Dealer Programs

There are two options for joining our team. Our Reseller program lets you focus on Sales, while our CerTek team handles the technical aspects such as Demos, Installation, Training, and Support. Resellers may upgrade to the Dealer Program at a later date.

Dealers are more involved in the technical side of Sales, Installation, Training, and Support, backed up by technical support and training from CerTek. CerTek will provide you with software updates as well as ongoing support for end-users on an as-needed basis.



Reseller Program

The Reseller program is designed for less technical individuals and companies that want to earn a significant percentage-based referral commission without the requirements of training and experience. Resellers also have the opportunity to earn payment processing residuals.

Resellers can either pass a lead on to CerTek and receive a commission when we close the deal, or purchase our software at a discounted price for resale.

Dealer Program

Artisan POS Dealers are expected to have significant knowledge about at least one Artisan aspect in the areas of Sales, Installation, Training, and Support. There are training and experience opportunities to help dealers get up to speed. Qualifications to become a dealer include experience with other software packages, an existing POS business, and the successful completion of Artisan training. CerTek offers online and in-person training with one or more individuals or companies.

End-User Pricing

In order to work toward a more level playing field and keep us all profitable, CerTek will set the End User Pricing for Artisan POS Software for all Resellers and Dealers, which will be the same for CerTek Direct Sales. Dealers/Resellers may not advertise any lower pricing or attempt to compete based on price. Resellers, Dealers, and Direct Sales may, however, offer package deals with hardware bundles, or discount individual sales.

Official Dealer List

Officially sanctioned, active Dealers in good standing will be posted on our website. We will link to your website and provide mutually agreed-upon details about your business. Resellers are not included on this list.

Training Opportunities

CerTek offers remote control and in-person training as well as online documentation and videos. We are in a major production phase of these documents and videos and as more become available we will be less reliant on live training, but it will be continued as it is an invaluable tool.

Website Promotions

Dealers are encouraged to include their CerTek Dealer status on their website and other promotional materials. Dealers may not represent themselves as the developer or manufacturer of Artisan POS or any of our products or services. They also may not offer themselves as the sole or prominent source of distribution.

Referrals From CerTek

From time to time, CerTek may refer you to a lead or sale for a client or potential client in your area of service, but we do not track specific territories, nor is there any ownership by anyone for specific areas or regions. In the age of remote control and work-from-home staff, geographic boundaries don't make as much sense as they might have in the past.

Dealers with proven success and positive customer feedback will be given more leads.

Pre-Existing Relationships

If we are aware that a customer or prospect has a pre-existing relationship with one of our Dealers, we will generally send them back to that Dealer for new sales and upgrades. CerTek is committed to supporting our Dealer channel, not competing with it.

POS Hardware & Computers

Purchasing POS Hardware and Computers through CerTek is **optional**. It is, however, essential to make sure that your hardware choices are supported by Artisan. Artisan boasts support for most Barcode Scanners (USB Keyboard Wedge), Receipt Printers (USB), and Cash Drawers (Connected to the Receipt Printer).

Labels and Label Printers are less general. Artisan 4.8 supports TSC, Cognitive, and Zebra printers. Artisan comes with lots of label choices, but additional label sizes and some media variations have to be added to the program by CerTek. At this time there is no label size wizard. Certain labels are manufactured by CerTek and there is no other source for them.

Customer Pole Displays: Logic Controls and Partner for the classic multi-line text display. Most any 2nd monitor for our new Video Display mode.

Artisan POS 4 will run on Windows 10 and Mac OS 10 .11 or later (on Intel or M1). See the Artisan POS Detailed Features List for complete System Requirements.

Commission Schedule

Reseller - First Sale	20% Off Software Licenses & Upgrades
Reseller - Subsequent Sales	30% Off Software Licenses & Upgrades
Dealer - First Sale or Inactive Dealer	30% Off Software Licenses & Upgrades
Dealer - Subsequent Sales	40% Off Software Licenses & Upgrades
Experienced Dealer	50% Off Software Licenses & Upgrades

“Subsequent Sales” levels start with the second sale of a new Base License to a first-time user of Artisan POS 4.8.

Dealers and Resellers may also purchase hardware and supplies through us, at a discount from our end-user prices, or obtain them directly from another supplier.

Dealers are considered “inactive” when they haven’t sold a new base license within the previous 12 months. Inactive dealers are started over on the commission structure with “First Sale” pricing.

Licensing

Artisan is licensed per physical site or business entity. The first seat, or “Base License”, is required for each physical location of one entity or for each entity, and allows Artisan to be used on one station (per site). Additional licenses enable additional concurrent stations, as well as sets of advanced features, and must be purchased separately for each site or entity.

Example: a multi-store operation with 2 stores w/3 stations each would require 2 base licenses, 2 Multi-Store Feature Packs, 4 Additional Station Licenses, plus 2 of each add-on feature license for the advanced features they intend to use, if any.

Two entities sharing the same space, adjoining space, or nearby on the same LAN, such as a Pet Store next to a Ladies Boutique must each have their own base license, but optionally may share a common database in a multi-store mode, where each entity will be its own site to separate out sales and inventory.

Available Stations and Add-On Feature Packs Include:

Additional Station Licenses	Advanced Inventory Module
Secure Payment Processing	Advanced Payment Processing
QuickBooks Accounting Connector	Advanced Pricing Module
Deluxe Feature Pack	Advanced Billing Module
Internet Store Interface	Buy-From-Customer Module

Conclusion

CerTek offers various levels and combinations of Sales, Installation, Training, and Support options for end-users. Resellers and Dealers may take advantage of these services on an à la carte basis. Dealers are expected to be able to handle many of these tasks on their own, in order to maintain their status as being listed as an official Dealer that new and existing customers may rely on and depend on. The quality of our Dealers is paramount to CerTek to continue to protect and promote the quality of our brand. CerTek is committed to a friendly and respectful working arrangement where we are all working toward a common goal. Thank you for considering Artisan POS and CerTek Software.



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