

RetailerINC

Sound business strategy pays off for future growth.



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George Muchae
RetailerINC

PARTNERING WITH TRANSACT COMPLETES THE IDEAL BUNDLE

George Muchae of RetailerINC knew that something good would come from meeting Mike Alvaro of TransAct. He just didn't realize how good.

As a provider of customized automation IT infrastructure for retailers, RetailerINC equips its clients with the most innovative retail technology solutions, including point-of-sale hardware and software solutions, network design and support and more.

Muchae knew that increasing business with Alvaro's Ithaca line of printers was a sound strategy that would undoubtedly pay dividends in the long run.

He also knew there was a distinct competitive advantage in his market to offer comprehensive bundled solutions.

Together, RetailerINC and Ithaca would create a bundled solution that would ultimately bring joy to the bottom lines of both enterprises.

Ithaca's low profile and high quality seal the deal

The key to adding Ithaca to the bundled solutions of RetailerINC was readily apparent from the start. “The most attractive element of the Ithaca line is the fact that it's not saturated in the market,” says Muchae. “We have managed, over the years, to secure our margins by aligning with partners who present a compelling value proposition and whose products have not reached market saturation,” he says. “Ithaca satisfied all those criteria.”

With the Ithaca 280's exceptional features and benefits including product life, reliability, versatility and endurance, RetailerINC was primed to offer customers a valuable commodity: a renowned, industry-respected product that would add substantially to the quality level of a retailer's output.

In particular, the 280 helps extend its life (and enhance its ROI) by giving customers an extra inch of paper per roll, thus reducing printer head opening and maintenance. It also emulates most standard printer profiles and includes a driver set that supports multiple interfaces.

These distinct advantages allow RetailerINC to protect their margins and sell the product, the 280 in particular, on its overall level of quality and its value.

A growing relationship that's worth a bundle

With the subsequent success of the Ithaca 280 bundle proposal, Muchae is looking forward to an expanded, prosperous relationship with TransAct and the Ithaca line. "Our working relationship with TransAct, however abbreviated, has been tremendous," exclaims Muchae.

One aspect of this mutually beneficial relationship that particularly stands out to Muchae is TransAct's openness, liberal accessibility and willingness to deliver. "They've making available to us support tools and driver media to enable our support staff to easily load and configure the printers. In addition, they provided us an evaluation unit that we have shared with our prospects in demonstrations in the pre-sales process," Muchae says.

This uncompromising dedication to service and commitment to success has made a significant impact on RetailerINC's business. And the uncommon openness and cooperation from TransAct hasn't been lost on Muchae. "We have access to their team members— from tech support to sales and business development to marketing and PR— all of which are integral parts of a solid business relationship in the making. We certainly look forward to doing more business with TransAct in the future."

A complete bundle indeed!