



EBOOK

# The Case for Sourcing POS Hardware from a Single Manufacturer

Simplify integration. Scale with confidence.



## POS Hardware Strategy Is Becoming a Competitive Advantage

Retailers are rapidly transforming customer-facing processes with technology to improve efficiency and capture more market share. According to [Morgan Stanley](#), businesses that implement well-planned POS hardware and software solutions can automate up to 70% of routine tasks. At the same time, the valuation gap between tech-enabled retailers and their competitors has widened to 40%, up from a historical average of 20%.

For value-added resellers (VARs) and independent software vendors (ISVs), this shift creates both opportunity and pressure. Merchants expect complete, high-performing solutions, but delivering them requires more than selecting the right software. It requires a hardware sourcing strategy that enables efficient deployment, seamless integration, and long-term scalability.





## Not All POS Hardware Partners Are Built the Same

Not all POS hardware manufacturers support VARs and ISVs in the same way. Some focus on a narrow set of devices, which means building a complete solution requires sourcing from multiple vendors. In practice, that leads to more time spent evaluating products, managing relationships, and troubleshooting integration issues across different systems.

When hardware is sourced this way, complexity doesn't stay behind the scenes; it shows up during deployment and support. Devices behave differently, integrations require more effort, and resolving issues often means coordinating between multiple manufacturers.

By contrast, manufacturers that offer a complete hardware ecosystem design their products to work together from the start. Sourcing from a single manufacturer reduces the number of variables in your environment, making deployments more predictable and ongoing support easier to manage. It's not just a simpler way to source hardware—it's a more controlled and scalable way to build and deliver complete POS solutions.

## A Complete POS Solution Requires More Than a Terminal

The POS terminal may be the center of the system, but it's only one part of the overall solution. To support real-world workflows, from checkout to fulfillment, merchants rely on a range of peripherals working together. When these components are sourced from multiple vendors, complexity increases quickly. Sourcing from a single manufacturer makes it easier to standardize, deploy, and support the full POS environment.



| POS Hardware Essentials from One Manufacturer |                                                                                                                      |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Receipt Printers</b>                       | Enable fast, reliable checkout and support kitchen workflows with both thermal and impact printing solutions.        |
| <b>Label Printers</b>                         | Support order accuracy, food labeling, and inventory tracking across multiple use cases.                             |
| <b>Portable Printers</b>                      | Extend POS functionality to mobile environments like line-busting, curbside, or table-side service.                  |
| <b>Printer Media</b>                          | Ensure consistent performance with media designed specifically for the hardware, including receipt paper and labels. |
| <b>Cash Drawers</b>                           | Provide secure, reliable cash management with direct connectivity to POS systems.                                    |
| <b>Trade-Legal Scales</b>                     | Enable accurate, compliant sales by weight in grocery, cannabis, and specialty retail environments.                  |
| <b>Tablet Stands and Pole Mounts</b>          | Create stable, professional POS setups that unify cleanly with tablets and peripherals.                              |
| <b>Barcode Scanners</b>                       | Improve speed and accuracy for checkout, inventory management, and order verification.                               |

When all of these components come from a single manufacturer, they're designed to work together, reducing integration effort and simplifying long-term support.



## How a Single-Manufacturer Strategy Impacts Your Business

When you work with an industry-leading manufacturer for all POS hardware, the benefits show up across sourcing, deployment, and long-term support.

### One Point of Contact

When multiple manufacturers are involved, even simple decisions take longer. Questions about product selection, availability, or support require multiple calls and multiple answers.

With a single manufacturer, you always know who to contact. Faster responses, clearer guidance, and streamlined communication lead to quicker shipments, faster issue resolution, and more efficient deployments. The result is lower operating costs and a better experience for your merchants.

### Less Administrative Work

Procurement complexity adds up quickly when sourcing from multiple manufacturers. Each vendor introduces separate contracts, invoices, shipping relationships, and return processes.

A single-manufacturer strategy simplifies purchasing, forecasting, inventory management, and deployment planning. For multi-location rollouts, this reduction in administrative overhead helps control costs and keeps projects on schedule.

### Compatible Solutions, by Design

When all hardware comes from the same manufacturer, it's designed to work together from the start. Connectivity standards align, and firmware updates are tested across devices to reduce the risk of conflicts. This consistency helps prevent issues that often surface during deployment and reduces the likelihood of security gaps, making it easier to protect your merchants' systems and data.

## Streamlined IT Management

Standardizing on a single manufacturer simplifies how your team manages hardware across deployments. Configuration is more consistent, monitoring is centralized, and firmware behavior is predictable.

With fewer variables to manage, rollouts move faster and ongoing support becomes easier, helping you scale efficiently while keeping total cost of ownership (TCO) low.

## Easier Training

When hardware is designed by a single manufacturer, device behavior and user experiences are more consistent. This reduces the time required to train teams on setup, deployment, and maintenance.

Familiarity across devices lowers operational friction, improves efficiency, and helps teams adapt more quickly in fast-paced environments.

## Economy of Scale

Sourcing from a single manufacturer creates opportunities to reduce costs through volume pricing, bundled solutions, and consolidated support agreements.

It also makes it easier to align inventory with demand, ensuring you have the right products available as your deployments grow.

## A Partnership, Not Just a Supplier

A manufacturer with a complete hardware ecosystem is invested in long-term success—not just individual transactions. They provide visibility into product roadmaps, support your integration needs, and help you plan for future growth. As your business scales, they can help you expand into new use cases, verticals, and partnerships.

Over time, this relationship evolves from purchasing hardware to building a scalable, connected POS ecosystem.

# Leading POS Hardware Manufacturers Deliver More Than Devices

For ISVs and VARs, hardware is only part of the solution. The capabilities surrounding that hardware—how it's deployed, managed, and integrated—play a major role in long-term success.

Leading POS hardware manufacturers support their partners with services and tools that extend beyond the devices themselves, helping to simplify operations, reduce development effort, and create new opportunities for growth.



## Cloud Services

Modern POS environments often require reliable communication between cloud-based applications and in-store devices. Leading manufacturers provide cloud-based printing and device communication services that eliminate the need for additional infrastructure or on-premise servers.

With centralized control, ISVs and VARs can manage print workflows across multiple locations, improve reliability, and reduce deployment complexity. Additional capabilities, such as receipt customization, label design, and digital record-keeping, further enhance the value of the overall solution.

## Device Management

Managing hardware across multiple locations can quickly become complex. Leading manufacturers provide centralized tools to monitor device status, deploy updates, and troubleshoot issues remotely.

With greater visibility into deployed hardware, VARs and ISVs can reduce on-site support requirements, respond to issues faster, and maintain consistent performance across environments.

## Developer Resources

For ISVs, hardware integration should not slow down development. Manufacturers that support scalable solutions provide modern SDKs, clear command specifications, and access to technical expertise.

These resources make it easier to integrate hardware into applications, reduce development time, and ensure consistent performance across devices and deployments.

## Meet Star Micronics: A Single Source for POS Hardware

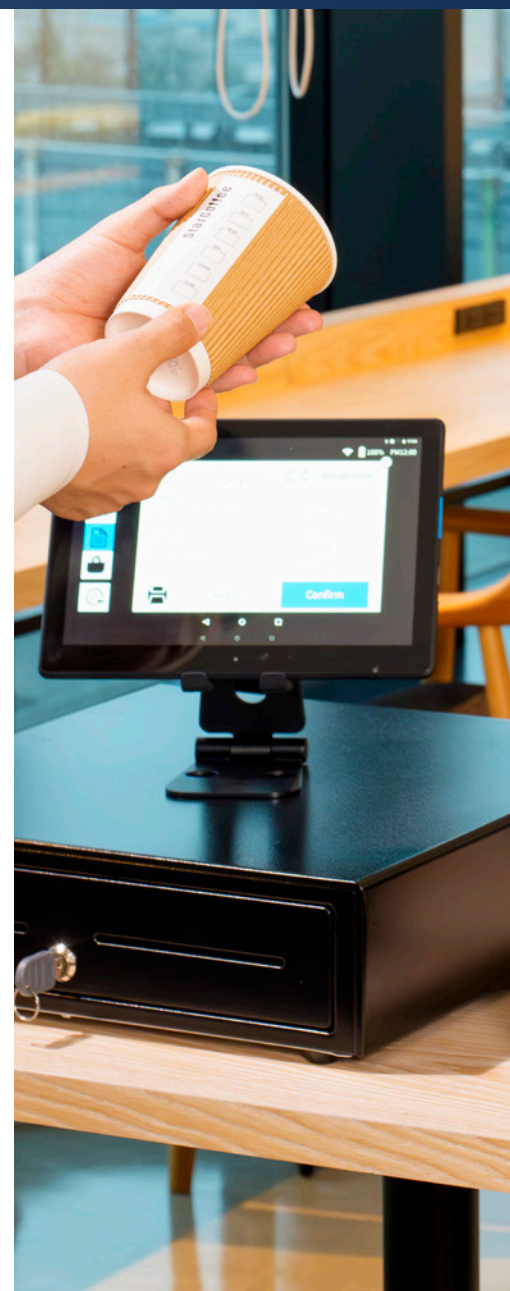
Star Micronics provides a [complete POS hardware ecosystem](#) designed to support scalable, reliable deployments. From receipt and label printers to cash drawers, scales, and peripherals, Star delivers the core components needed to build and standardize POS environments across locations.

Beyond hardware, Star supports ISVs and VARs with solutions that simplify integration and reduce infrastructure overhead. [StarIO.Online](#), a fully managed cloud printing service, and [CloudPRNT Next](#) enable secure, direct communication between cloud applications and in-store devices, eliminating the need to build and maintain print servers.

Additional tools within [Star Cloud Services](#), including Label Builder, PromoPRNT, and Digital Journal, extend functionality with features like receipt customization, labeling, and digital record-keeping. Combined with modern SDKs and technical resources, Star helps streamline development and deployment across environments.

Through Star's [Empower Partner Program](#), VARs and ISVs gain access to dedicated support, product guidance, and resources designed to help scale deployments efficiently and reduce total cost of ownership.

**[Schedule a discovery call or product demo](#) to see how a single-source hardware strategy with Star Micronics can simplify your deployments and support long-term growth.**



## About Star Micronics

Star Micronics is a global provider of POS hardware and technology solutions, delivering a complete ecosystem for retail, hospitality, and beyond. From printing and labeling to cash management, kiosks, and connected peripherals, Star designs hardware built for modern, multi-location environments.

With over 60 years of innovation, Star continues to advance cloud-based printing, device connectivity, and integration tools that help businesses deploy, manage, and scale POS systems with confidence. Visit [starmicronics.com](http://starmicronics.com) or follow us on [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#), and [YouTube](#) to learn more.