



EBOOK

How VARs and ISVs Can Maximize ROI with Advanced Kiosk Printing Technology



Guiding your ISV or VAR business toward growth in times of economic uncertainty requires a keen eye for opportunity. As technology evolves at breakneck speed, seizing key advancements—such as incorporating kiosk printing technology—can give you a competitive edge. From boosting QSR self-service ordering to streamlining retail self-checkout, these innovations open doors to increased efficiency and customer satisfaction, driving your business forward.

The global retail self-service kiosk market is set to increase from [\\$28.2 billion in 2024 to \\$54.6 billion by 2034](#), a 7.5% compound annual growth rate (CAGR). Furthermore, a Qu survey found that self-service kiosks are [the top priority for QSRs and fast casual restaurants](#), with 44% of brands planning to deploy them this year. Restaurant operators and retailers see these solutions' potential return on investment (ROI) by helping them address labor challenges and control costs. Self-service kiosks can also contribute to a bump in restaurant order size. QSR web reports that orders made at kiosks are [15-20% higher](#) than those at the counter.

Printing from the kiosk is essential in many of these use cases. When a customer places an order and pays, the kiosk provides proof of purchase. It can also generate a ticket with a confirmation number, an estimated waiting time, or a QR code that leads to a website or landing page.

Offering a comprehensive self-service kiosk solution that includes advanced features and delivers measurable ROI is a smart growth strategy for ISVs and VARs, particularly in challenging economic conditions. However, it's just as important to ensure that your investment in developing this solution—especially incorporating kiosk printing technology—also yields a quick return for your business. Balancing both the immediate benefits for your clients and the profitability of your own investment is vital to long-term success.



Choosing Kiosk Printing Technology with ROI for Your Customers

Converting prospects to customers is far easier when you can show the solution you're providing will "pay for itself" through cost savings or its ability to boost revenues. A simple ROI calculation is:

$$ROI = [(Financial\ Value - Project\ Cost) / Project\ Cost] \times 100$$

Your prospect will estimate the financial value based on metrics from other installations or a proof of concept (POC). For a QSR self-service kiosk solution, for example, that value will likely come from decreasing the cost of labor necessary to take orders and increasing order size. Your clients will subtract the project cost from that value and divide it by the project cost to get the ROI percentage.

Project costs include:

» Additional Resources

For your clients, this metric includes the cost of IT hardware that meets their requirements and specifications. It also provides implementation and training costs.

» Total Cost of Ownership (TCO)

Savvy customers know project costs continue to add up once an IT solution is in service. TCO encompasses costs to operate the system and expenses related to repair and parts replacement. With a kiosk printer, features like a durable cutter with extended life can keep maintenance and repair costs low. A fully enclosed design will protect the printer in retail or restaurant environments where it might be exposed to liquid splashes or dust, decreasing the risk of downtime.

Also, be prepared to let your customers know how much time they'll need to invest in training employees to use the solution. Kiosk printers with enhancements like anti-jam technology and an inner looping mechanism for paper eject assistance are easier to learn and use.

TCO gives your customers a much better picture of the return they can expect when investing in your solution.



Soft ROI

ROI is a calculable metric that helps IT buyers build a business case for a new solution. However, there are also IT solution benefits that are harder to measure but can still contribute to a substantial return. This “soft ROI” can include customer experience enhancements that lead to greater customer satisfaction, loyalty, and positive reviews and referrals.

Kiosk printer features that contribute to soft ROI include offering multiple connectivity options, which enable merchants to provide service in the most convenient locations and ensure compatibility with the systems and devices they already use. Another form of soft ROI comes from user-friendly systems that enhance employee experiences, such as smart kiosk printers with sensors that detect when paper is present, nearing the end of the roll, or loaded correctly, simplifying maintenance.

Speed is another factor that contributes to soft ROI, particularly in high-volume environments. Fast printing at the self-service kiosk and easy paper-jam removal ensure optimal customer experiences. Furthermore, it may even factor into hard ROI calculations by increasing throughput, allowing a merchant to serve more customers in a given period.

Kiosk Printing Technology ROI for VARs and ISVs

VARs and ISVs that take a customer-first approach will ensure maximum ROI for their clients. It enables sales teams to win more business in competitive spaces and leads to greater customer satisfaction. However, you must also consider the ROI an integration produces directly for your business.



Costs to factor into your own ROI calculation include:

» Integration Time

If two kiosk printers are equal in feature set, quality, and reliability, you may still find the ROI for your organization differs. Consider the time your team must spend on integration with your solution and maintaining that integration over time. A vendor that streamlines integration will help you maximize how profitably you can offer a solution. Easily accessible software development kits (SDK) and drivers, plus the option to integrate via ECS/POS emulation, FAQs, and troubleshooting guidance will shave time from integration processes. A vendor with a dedicated integration team will also help you complete a successful integration in less time.



» Training and Support

Choosing kiosk printing technology from a vendor with industry-leading technical support will enhance your customers' experiences, which can result in higher customer retention for your business. It will also save your team time trying to help customers troubleshoot issues, allowing you to operate more efficiently and stay focused on your core business.

» Flexibility

Kiosk printing technology with customizable options will prevent the need to integrate with multiple printers to meet all of your customers' needs. Features such as an adjustable paper arm allow one kiosk printer to work in a variety of applications, reducing the number of integrations you must complete and maintain.

Furthermore, if a customer's operation changes, customizable features allow you to adapt the printer to continue to deliver value rather than ripping and replacing it. Printing technology with an adjustable black mark sensor and paper guide will enable you to adapt your solution to print receipts, tickets, or other documents as needed.

Even consider the printer's size. A compact printer will save storage space, helping you control warehousing costs.



Find a Kiosk Printer that Delivers ROI to You and Your Clients

Maintaining a holistic view of solution development to find the perfect balance between costs and technology features will put you on the path to greater success, even in trying economic times. Your prospects are more likely to invest in technology if the ROI is there for them. Moreover, you'll improve your bottom line with kiosk printing technology that makes the most sense from an integration, support, and ongoing maintenance perspective.

As you plan to capitalize on the demand for self-service kiosk solutions, consider advanced thermal kiosk printers like Star Micronics SK5-31 that enhance user experiences and offer faster ROI than other options. The SK5-31 kiosk printer is fully enclosed for durability and generates top-quality receipts and tickets. It's also fast, printing at 250 mm/s, and its anti-jam technology, multiple connectivity options, and adjustable paper guide make it a user-friendly option in a variety of applications. This kiosk printing technology is also backed by support from Star Micronics' dedicated integration team.



Make a smart decision that results in quick ROI for both your clients and your business.

Additional Resources

Star Micronics [SK5-31](#) kiosk printer technical specifications

[ROI calculation tools and templates](#)

[Star Micronics integration team contact form and links to development resources](#)

ESC/POS mode integration guidance

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 "Most Stable" Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.