

# Parlevel Systems Omnichannel Payments for Merchants

APRIVA PAIRS ADAPTIVE PAYMENT PLATFORM  
WITH VENDING MANAGEMENT SYSTEM



Your Vision. Our Technology.™

# INTRODUCTION TO PARLEVEL SYSTEMS

---

Based in San Antonio, Texas, Parlevel Systems transforms food and beverage organizations through remarkable processes, outstanding products, and legendary customer service. Founded by successful vending and technology professionals, Parlevel provides a robust set of management and sales tools for businesses of all sizes around the world. Parlevel utilizes a dedicated customer support team to ensure efficient implementation and systems adoption.

## VENDING INDUSTRY INSIDE LOOK

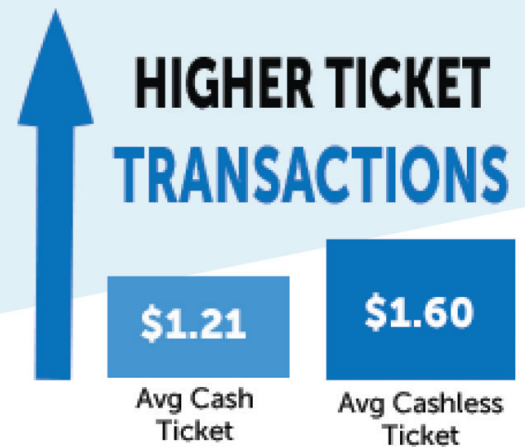
---

Vendors must effectively manage multiple products, machines, and locations to successfully cut costs, increase revenues, and drive their business. Vending machine operators need control of and accountability for individual vending machines as well as their larger vending ecosystem—first by gaining insight and awareness of individual machines’ status, and then by implementing strategies to most effectively deploy their workforce to service and support each machine.

The ability to monitor machine data, inventory, high-volume sales times, product spoilage, labor force, and servicing requirements enables vendors to optimize their business operations. While consolidating information and communications across management, route drivers, warehouse personnel, and customers can help maximize revenues and profit margins.

Further, adopting cashless payment devices can improve customer experiences (by adding payment options) and increase sales on those devices—some reports suggest an increase of 42% on average when cashless payments are accepted compared to cash-only machines.

Despite these clear objectives, many vending operators struggle to find a management system which can deliver on all their management requirements. Such broad and flexible vending management systems—or VMS—can be the difference between success and failure for small vending operators, and the difference between bare solvency and consistent growth for larger vending operators.



## PARLEVEL BUSINESS CHALLENGE

---

Launched in 2013, Parlevel Systems has developed a powerful, yet easy-to-use VMS—providing vending operators the unique management features required of their vending businesses in one easy to navigate system. The user-focused interface and broad business intelligence built into the Parlevel Systems VMS has proven to help vending operators boost sales, streamline their inventory, and increase service efficiencies. Vending, micro market, office coffee, and other service providers in over 15 countries use Parlevel Systems to manage tens of thousands of locations every day.

Looking to further increase the value derived from their VMS, Parlevel Systems wanted a technology partner to help manage their wireless network relationships, to help Parlevel merchants lower their interchange rates and processing costs for small-ticket sales, and to provide Parlevel merchants with a wider set of processing options.

Apriva was aware of Parlevel’s superior analytics and system interface, and already providing cashless payments to self-service businesses and vending operators. The opportunity to partner and leverage their shared successes for vending operators was clear.

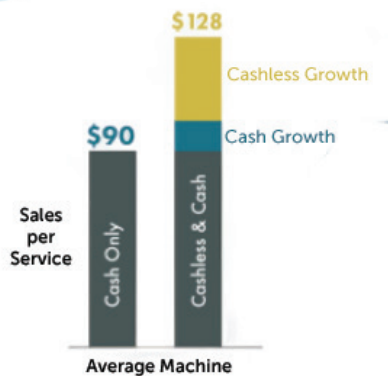
“Every vending operator runs their operation in a different way. Everyone has their own personal preferences, and vending technology is no exception. Apriva helps us serve a wide range of customers with extremely successful customer satisfaction”  
~Christopher Blomquist, Marketing Content Manager

## CHOOSING APRIVA

Parlevel was actively looking for a payment technology partner who could deliver several key requirements.

First, Parlevel Systems needed a cashless payment gateway solution to programmatically integrate with their VMS. Uniting their robust VMS with a holistic cashless payment solution for vending operators would enable Parlevel Systems to deliver a complete vending technology suite.

Choosing a card-present gateway with expertise in self-service and unattended payments was key, and Apriva’s historic success in card-present processing for vending made them a perfect fit. Further, Apriva provided the integration services—API technologies, integration experience, and technical support for complex integrations—necessary to ensure a successful, secure integration between the VMS and payment platform.



**37% Share**



Cashless sales of up to 37% of all sales in equipped machines

Above and beyond payments, gaining a partner to aid in wireless management was critical for Parlevel Systems' built-in telemeter to operate correctly. The telemeters provide vending operators with key machine analytics remotely, and they are dependent upon reliable, secure wireless connectivity. Apriva's extensive wireless relationships provided Parlevel with the management and support their hardware required for telemetry, including international capabilities for opportunities outside the United States.

**“When we met Apriva it quickly became evident that they have the experience, technology, infrastructure, and team to be the one communication and payments gateway partner that Parlevel needed to succeed.”**

**~Gabriel Senior, Chief Operations Officer**

Finally, to build a best-in-market solution, Parlevel Systems needed a payment platform partner to lower processing costs while expanding processing options. Specifically, many of Parlevel's vending operators need to maximize margins on small-ticket sales, and so need lower interchange rates and processing costs.

- Apriva was eager to work on behalf of Parlevel to negotiate lower exchange rates with the major card brands, generating an operational cost-saving which could then be passed on to Parlevel's vending operators—improving their gross margins on sales.
- Apriva could also deliver the broadest processing network in North America, forged on years of integrations with dozens of the largest processing platforms, to enable Parlevel to offer vending operators the widest possible selection of payment processors—from American Express to Chase Paymentech, Elavon, First Data, and Global Payments, to Heartland, TNS, TSYS, Vantiv and dozens more.

## **SOLUTION - PARLEVEL SYSTEMS & APRIVA**

---

Parlevel Systems completed a strategic integration with Apriva's adaptive payment platform in early 2016, pairing their VMS with Apriva's platform. As a result, Parlevel's vending operators can leverage Parlevel's holistic vending solution set to raise revenues, streamline inventory and operating procedures, increase service efficiencies, plus lower operating costs while adding cashless sales for greater profitability.

**“With Apriva's collaboration we fast tracked Parlevel into being a player in unattended retail cashless and strengthened our telemetry connectivity offering. Our customers can count on very reliable connectivity to capture the benefits of our telemetry fed Vending Management System.”**

**~Alan Munson, Chief Commerical Officer**

Parlevel and Apriva collaborate to securely process cashless payments through Parlevel vending hardware, manage the key wireless relationships necessary for remote device telemetry, ensure vending operators have the lowest possible processing costs, and enable vending operators to have the widest possible set of processing options.

This unique partnership not only presents the best-in-breed VMS solution to micro markets and large vending ecosystems, but provides vending operators the opportunity to maximize their customer experiences, sales revenues, and operating margins.

Using real-time data, product optimization, smart routing, and mobile management, paired with secure payments and greatest flexibility, vending operators gain total access and control of their operations and are positioned to thrive and growth in an ever-changing market.

## MOVING FORWARD

---

Parlevel Systems and Apriva are continuously expanding secure management and payment options for vending operators. For micro markets looking to make a big opening and stay profitable, and for large vending ecosystems looking to improve operational efficiency and gross margins, the united Parlevel VMS and Apriva self-service payment platform may be the ideal solution.

**“We have found success providing cashless solutions to various unattended retail segments like water dispensing machines, custom-flavored soda machines, photo booths, and other unattended machines.”**

**~Alan Munson, Chief Commercial Officer**

Moving into the future, Parlevel System’s unique application can also be deployed in a way similar to a software developer kit (SDK)—enabling potential customers in new markets to readily integrate with Parlevel’s VMS and self-service payment platform.

Parlevel continues to expand into International markets, bringing a holistic, value-adding platform based on software, IoT hardware, payments, and self-checkout points of sale that have significant impact on vending and retail operations.

**“Apriva has been, is today, and will continue be a strong partner for Parlevel. Together, we look forward to rewriting how food and beverage businesses are run.”**

**~Gabriel Senior, Chief Operations Officer**