



Case Study: Experience Powersports

Client Profile: Experience Powersports is a full-service, family owned motor sports dealership in Moses Lake, Washington. In business for 20 years, the company sells and services multiple lines of motorcycles, dirt bikes, ATVs, watercraft and other sports vehicles.

The Challenge: Unable to accept chip cards, Experience Powersports realized they needed a more modern, secure point-of-sale solution. The company has a busy showroom, parts/service facility and sales offices, so flexibility to accept transactions from anywhere was also important.

The Solution: Elavon’s Smart Terminal is an all-in-one smart device that looks great and allows Experience Powersports to take the checkout to their customers, inside or outside their business. Function meets form in this turnkey solution that features a mobile and countertop credit card terminal, printer, signature pad, PIN pad, and docking station. The Smart Terminal accepts multiple payment types, including chip, magnetic stripe cards, and mobile payments such as Apple Pay®. Like most Elavon solutions, the Smart Terminal is equipped with Elavon’s Safe-T technology that includes encryption, tokenization, financial breach assistance*, and enrollment in the PCI-DSS program.

The Results: Experience Powersports can now securely accept a variety of payment types from anywhere. Next day funding and an attractive rewards program are helping the business to grow.

“They’re super light-weight and easy to use. It fits right in the palm of my hand just like any tablet or smartphone. It is something that you can take to the sales desk or the floor – get the deposit from the customer while he’s in the mood to buy.”
—Derek Smith
General Manager

Favorite Features



Fully Mobile. The Powersports team loves the fact that the Poynt Smart Terminal is fully wireless and has an 8-hour battery life. Staff often carry the terminal from the showroom to the service area and outside to the test track.



Receipt Options. Poynt’s built in printer and flexible receipt flows allow staff to reprint or resend receipts easily. Customers also appreciate being able to receive their receipts by text and email, in addition to print.



Poynt HQ. Derek enjoys being able to manage multiple terminals through the Poynt HQ app or website. He can also settle, pull key reports, manage user access, and customize terminals – all in one place.

*See Safe-T for SMB program specifications and conditions for details regarding the specific financial breach assistance available.
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Elavon Revs Up Security, Mobility and Cash Flow with the Smart Terminal

MADE FOR EACH STAGE OF YOUR BUSINESS

Derek Smith, General Manager, understands that investing in technology is a big step and that choosing the right provider is as important as choosing the right equipment. “When we partner with any business – our bank, our credit card processor – we want someone that’s going to help us to grow.”

For Experience Powersports, Elavon is that company. Every day, Elavon processes more than two billion transactions worldwide for more than one million businesses of all sizes. Derek knew the company is a strong brand, and that it could offer the expertise and strong relationship that his company needed.

A COMPLETE WIRELESS PAYMENT SOLUTION

“This is the most technologically advanced system available to us. With wireless, we can complete a transaction anywhere on the showroom floor, the finance office, the parts counter – anywhere we need to run a transaction.” In addition to processing via the Smart Terminal, customers can quickly pay by tapping their smartphones to the device. When Derek wants to review transactions, he can conveniently do so from the smart terminals, the website or a smartphone at any time using the HQ dashboard application.

ACCELERATE YOUR CASH FLOW

Elavon’s next day funding is also helping to fulfill Experience Powersports’ goal of improving the business by giving them more control of cash flow. “With next day funding, I know exactly what will be in the bank the next day. So, I know what units I can pay off and what needs to wait,” says Derek.

With a comprehensive, yet flexible technology solution, convenient next day funding, secure processing and responsive support, Experience Powersports believes Elavon is helping them to grow in just the right way.

“With Elavon, we’ve been able to definitely grow in the right direction and it’s been good to have them as business partners. It’s definitely one of the name brand processing companies...you just have that security knowing that their tech services and support and everything is behind that.”

—Derek Smith
General Manager



To learn more about Elavon’s smart terminals:
www.elavon.com/smartterminals