



Expert Alley  
with  
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# GO CASHLESS!

## SMART BUYERS LOOK AT THE TOTAL COST OF OWNERSHIP

**T**otal cost of ownership" is a fancy-sounding business metric, but anyone who has bought a car understands the basic concept. Smart buyers know that there is much more to choosing a car than the initial purchase price. You also have to consider future costs, from gas and tires to insurance to maintenance and repairs. Quality and reliability are important, as is what the warranty covers if something breaks down. A bargain-priced car won't be a good investment if your operating costs are too high.

It's the same situation when investing in cashless technology for your BEC's arcade. The COVID pandemic has many consumers insisting on contactless transactions, so even the most resolute users of coins and tokens are considering the

switch to cashless. Of course there are a number of other huge benefits with a cashless system, from reduced game maintenance to lower labor costs to increased game play and the ability to drive return business by offering customer incentives.

With so many operators making the switch to a cashless system, the following are costs of ownership that you should carefully consider when kicking the tires:

- Does the vendor offer on-site installation (and customization if needed)?
- Cards or data codes, the key expendable for a cashless system
- Technical support and training fees

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- Hosting fees if your data is not hosted on-site
- Fees for hardware and software updates
- Protection against obsolescence – Will the vendor support their hardware and software long term, or will you incur costs to upgrade if they discontinue your system?
- Repair costs for readers, servers, kiosks and other components
- Freight and delivery costs, especially if the hardware is made outside the U.S.A.
- Does the vendor offer knowledgeable, live tech support 24/7/365?

At Intercard we have considered all of the above costs in developing our own hardware and software. From our Element kiosk, designed especially for small game rooms, to our large systems that integrate with major POS platforms, the total cost of ownership with Intercard makes these the most affordable options in the market. ❖

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