



Press Release

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Engage As-A-Service Opportunity with CRS Funding 2.0

St. Paul, MN – CRS announced CRS Funding 2.0™, an all-encompassing financing and ongoing payment collection solution that enables POS VARs to transition to greater profits and predictable revenue. Using Funding 2.0, POS resellers can now offer their preferred solutions, including hardware, software, peripherals, service and support to merchants at a bundled monthly subscription fee.



“Today, many merchants choose a new generation of POS solutions running on Cloud-connected tablets and mobile devices. While many of these solutions are not as highly evolved as traditional, proven solutions, a major element of the attraction is the low acquisition cost and the convenience of a monthly fee” said Bruce Mann VP of Marketing at CRS. “In addition, many payment processors are providing complete POS solutions as part of a credit card processing commitment. Merchants usually pay a contractual monthly fee in addition to the processing commitment and receive a ‘free’ system. CRS Funding 2.0™ allows resellers to compete profitably and conveniently with these models.”

Through a partnership with CD Financial Company (CDF), resellers can access an online calculator to build their proposal and determine a monthly fee. After merchant acceptance, CDF provides the reseller with the appropriate equipment, the reseller completes the installation and funds are distributed to the various stakeholders. Because collateral value is inherently higher in this innovative program, funding is available to qualified new and marginally credit-worthy merchants; there is no claw back to resellers in the event of merchant default.

About CRS, Inc.

CRS is the nation’s leading independent importer and distributor of POS terminals, POS printers, electronic cash registers, POS peripherals, label printers, kiosk printer, spare parts and supplies. Go to www.crs-usa.com or call (800) 333-4949 for more information.

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