

## HOW TECHNOLOGY CAN HELP:

### ***New Tools Can Help Distinguish You from the Unethical Competition***

Everyone knows that technology increases operational efficiency but it can also translate into a valuable selling tool, especially where ethics is an important factor. Thanks to advances in technology, there are now web based monitoring systems that provide complete transparency throughout the entire process. Specifically, wireless real time reporting systems allow customers to login in through the company's web site to any vending machine in their location and review product sales and revenue in real time and thus verify reports provided by the operator. For operators who have invested in these systems there is no question that the technology ensures complete transparency for all aspects of machine transactions. If your company is having trouble competing against unethical competitors, you might think carefully about investing in this technology.

Specifically, while it is true that these systems can be expensive, the investment might also translate into the competitive advantage that ultimately delivers the sale. Real time reporting methods, for example, offer excellent evidence of honest and ethical business and accounting practices. Using this technology, the vending operator's reports include a detailed accounting of all vended products sold through each vending machine at every single location. The reports include the machine location, machine ID number, gross sales for each machine, commission percentage and commission payment. The customer could access the report whenever he or she wishes, a benefit many accounts would appreciate.

In addition, any operator that uses an advanced electronic data exchange system can demonstrate that human errors in sales and revenue reporting are eliminated. Using a hand held system that collects data, drivers collect detailed sales information electronically from every vending machine. The information is uploaded into the company's computer system which ensures an exact level of accuracy reporting for all sales from every product sold in each and every machine. These monitoring devices deliver another layer of assurance that no unethical human intervention is possible when products are delivered or in accounting for sales.

Finally, technology can help operators demonstrate too that all of the actual funds are being counted. Obviously there is a tremendous turnover of cash in the vending industry, and DEX systems that account for all the products also account for all of the financial aspects as well. Operators who are using this technology should be sure to underscore this aspect of the system with clients.