

RETAIL  
MANAGEMENT

HERO

# 2023 PARTNER CONFERENCE



# TABLE OF CONTENTS

A Messge From RMH Team	04
RMH Leadership Team	05
Agenda Wednesday	06
Map and Notes	07
Agenda Thursday-Friday	08-10
Resources	14
Sponsors Table	15-18
Our Sponsors	20





**A people-powered  
tech distributor who  
goes the extra mile.**



SOME OF OUR VALUED SUPPLIERS



**A RETAIL INDUSTRY REPORT:  
We Spoke to 81 Retailers  
About the Pains & Joys  
of their POS System**



**READ IT**

**BECOME A RESELLER**

**BlueStarInc.com**

**☎ 1-800-354-9776    ✉ sales@bluestarinc.com**



## A MESSAGE FROM THE RMH TEAM

### **Dear RMH Community Members,**

We are thrilled to share a special message with you all!

The RMH Community is fueled by our incredible worldwide partner network. You are the driving force behind our success, and we deeply appreciate the commitment and dedication you have shown by joining us at our event. We understand the significant investment your business has made in attending this year's conference, and we are confident that it will yield great results.

Our ultimate objective is for you to gain valuable knowledge, forge meaningful connections, and create lasting friendships during this event. Your participation in the 2023 Partner Conference is instrumental in making it a truly unforgettable experience for everyone involved.

***Get ready to immerse yourself in the conference and enjoy every moment of it!***

# RMH LEADERSHIP TEAM



**Jeff Riley**  
CEO

I feel privileged and passionate about the responsibility I have with RMH to lead our team and partner community around the world. Our mission on the RMH team is to develop software that retailers love.



**Anastas Daskalov**  
Director of Software Development

As technology leader my highest priority is to satisfy our customers through early and continuous delivery of valuable software. I am striving to build a software development organization around motivated individuals. I give them the environment and support they need and trust them to get the job done.



**Anthony Ludmilin**  
Chief Technology Officer

I oversee the company's technological vision. I guide our product architecture and identify areas of innovation to enhance efficiency and technical excellence.



**Israel Morrison**  
Director of Sales & Marketing

As Sales & Marketing Director, I'm the primary sales contact and oversee the day-to-day business activities of our international Distributor and Reseller community as well as work with a wide variety of industry partners.



**Neil Gladner**  
Product Manager

For most of my adult life, I have been in retail. What started as a part-time job in college led to a career in the industry. My attraction to retail was the constant changes in the market.

# AGENDA

**Date:** September 13- September 15  
**Location:** San Antonio, Texas  
**Hotel:** Grand Hyatt San Antonio River Walk

## Day 1: Wednesday 13th

Registration Desk Hours 10:00am-4:00pm

TIME	SESSION	PRESENTERS	LOCATION
8:00am-4:00pm	Exhibitor/Sponsor Setup		Exhibit Hall E&F
4:30pm-6:30pm	Welcome Reception		Exhibit Hall E&F
6:30pm-7:30pm	State Of The Union	Jeff Riley, CEO RMH	General Session D
7:30pm-9:00pm	Dinner & Awards	RMH team	Awards Dinner Room C&B



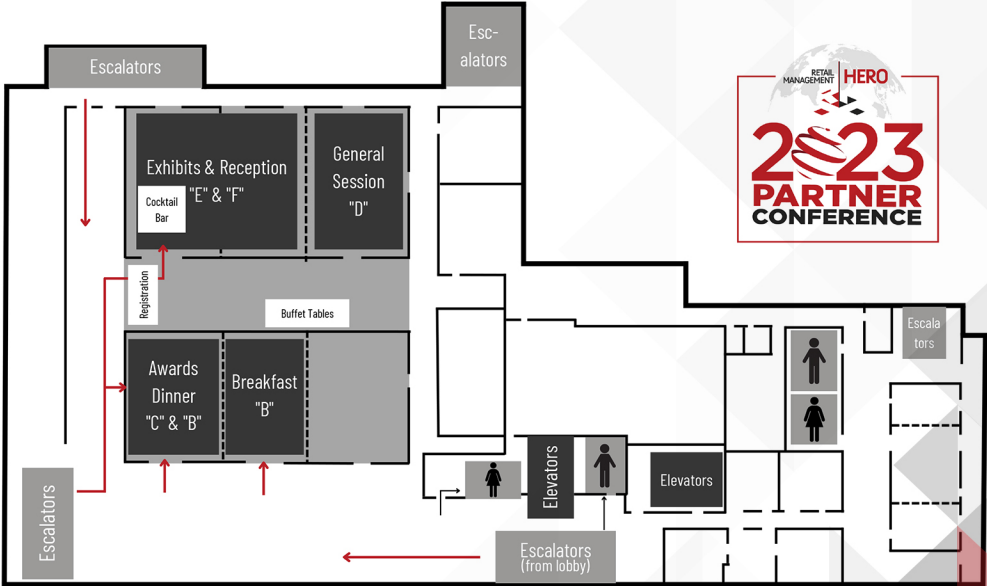
Cardknox is an advanced payment technology provider chosen by countless RMH and RMS merchants for its advanced features, competitive processing rates, and world-class customer service.



Stop by our booth to learn more about us  
and our reseller incentives for '23 and '24!

# HOTEL MAP

## 2nd Floor Lone Star Ballroom Corridor



# NOTES

---

---

---

---

---

---

# AGENDA

**Date:** September 13- September 15  
**Location:** San Antonio, Texas  
**Hotel:** Grand Hyatt San Antonio River Walk

## Day 2: Thursday 14th

Registration desk hours 7:00am-8:30am

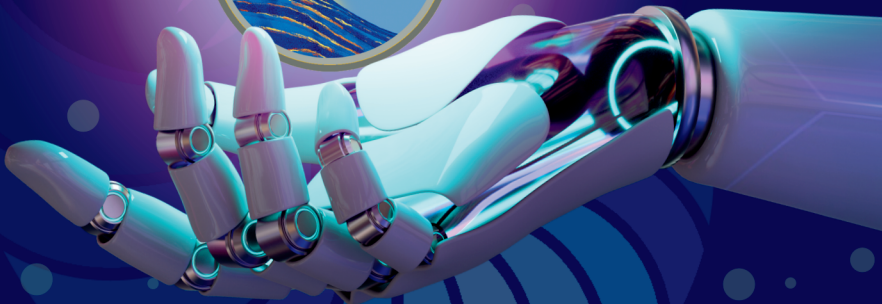
TIME	SESSION	PRESENTERS	LOCATION
7:30am-8:30am	Breakfast & Exhibit Hall Open		B
8:30am-9:10am	Development Update	Anastas Daskalov, RMH	General Session
9:10am-9:20am	Sponsor Speed Intro		General Session
9:20am-10:00am	RMH Product Roadmap	Neil Gladner, RMH	General Session
10:00am-10:15am	AM Break		
10:15am-11:10am	Selling to Larger Customers Panel	Louis Piedra, BiiT	General Session
11:10am-11:20am	Sponsor Speed Intro		General Session
11:20am-11:40am	eMobilePOS Overview	Matt Inan, eMobilePOS	General Session
11:40am-12:00pm	Marketing Update	Israel Morrison, RMH	General Session
12:00pm-1:30pm	Lunch		Exhibit Hall Open
1:30pm-2:10pm	Integrations & Extensibility Update	Anthony Ludmilin, RMH	General Session
2:10pm-2:20pm	Sponsor Speed Intro		General Session
2:20pm-3:00pm	Payments Panel		General Session
3:00pm-3:15pm	PM Break		
3:15pm-4:00pm	Competitive Battlecards	Retail Smart Guys	General Session
4:00pm-4:10pm	Sponsor Speed Intro		General Session
4:10pm-4:25pm	Tax Bridge by Retail Realm	Retail Realm	General Session
4:25pm-4:45pm	RSPA State of the Industry	Jim Roddy, RSPA	General Session
4:45pm-5:00pm	Closing Remarks	Jeff Riley, RMH	Exhibit Hall Open
5:00pm-6:30pm	Closing Reception	Exhibit Hall Open	Exhibit Hall



ROCKING RMH 24/7

WE'RE OPTIMIZING PAYMENTS, INVENTORY, AND

# PARTNER FUTURES



LET'S MAKE SOME COIN TOGETHER



*New West*  
technologies  
newestech.com

SCAN NOW TO REVEAL



RMH CONFERENCE OFFER

# AGENDA

**Date:** September 13- September 15  
**Location:** San Antonio, Texas  
**Hotel:** Grand Hyatt San Antonio River Walk

## Day 3: Friday 15th

TIME	SESSION	PRESENTERS	LOCATION
7:30am-8:30am	Breakfast		B
8:30am-10:00am	Product Demo	Neil Gladner, Israel Morrison RMH	General Session
10:00am-11:00am	Reseller Only Meeting	RMH Team	General Session
11:00am-12:00pm	Regional Distributor Only Meeting	RMH Team	General Session
12:00pm-1:00pm	Lunch		B

Thank You for Attending the 2023 RMH Partner Conference!

## METROPOLITAN SALES COMPANY

- *The right hardware for any market*
- *Prompt, responsive service*
- *Expert, experienced-based advice*

Scan here to  
learn more



**Sign up as a reseller today!** [www.metsales.com](http://www.metsales.com) | (800) 638-3478

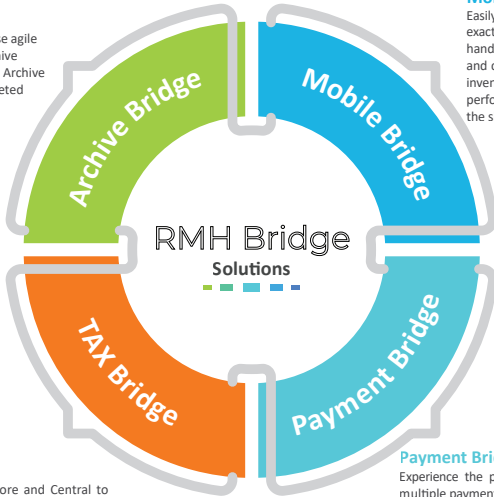
## Archive Bridge

Keep your main RMH database agile and responsive by using Archive Bridge to copy old data to an Archive database. The old data is deleted from the main database.



## TAX Bridge

Seamlessly connect RMH Store and Central to Avalara to update tax percentages and settings automatically nationally and internationally.



## Mobile Bridge

Easily manage inventory in store and know exactly how much merchandise you have on hand. Mobile devices are used for receiving and counting stock, price verification, issuing inventory, printing labels on demand, and to perform ranging to ensure getting product on the shelf is time efficient.



## Payment Bridge

Experience the power of being able to connect to multiple payment providers. Payment Bridge enables the merchant to accept virtually any payment method their customer wishes to use for Credit, Debit, and Gift Cards, Digital Wallets, QR codes, Buy Now Pay Later, and even Cryptocurrency.

# RMH iPOS: The ideal mobile POS solution with SensePass

Retailers can serve customers away from a counter & accept payment directly in RMH iPOS from any payment app, any wallet & any card.

- Queue Busting
- Showroom / Warehouse
- Pop Up
- Mobile Vendor
- Outbound Sales
- Inventory Management



**Richard Maurer - Advantage Solutions**  
[richard@rmhipos.com](mailto:richard@rmhipos.com) +61 404 822 233

Hanasis HIT-PRO  
 Epson POS Solutions  
 Touch Dynamic Razor All-In-One  
 Star Micronics BSD-FR4080  
**MS CASH DRAWER**  
 Star Micronics TSP143IV  
 Star Micronics mG-T Series

**A Solutions Partner You Can Count On**

# A ONE-STOP SHOP FOR YOUR SHOP

Shift4's end-to-end solution is changing the way the world experiences commerce and there's never been a better time to bring the future of payments to your business.

  
**OMNICOMMERCE  
DONE RIGHT**

  
**FREE  
EMV DEVICES**

  
**LOWEST  
TOTAL COST**

  
**MOBILE AND  
CONTACTLESS**



Email [sales@shift4.com](mailto:sales@shift4.com) or call 888.276.2108 to get started!

**SHIFT 4™**

© 2023 Shift4. All rights reserved. S2396.08082023.DA



**CMS MAX**<sup>®</sup>  
The World's Best eCommerce Platform<sup>®</sup>



## Give your customers the best eCommerce solutions for RMH

Get a custom website built and  
designed that actually gets you found  
on Google!

**Only \$80/mo!**

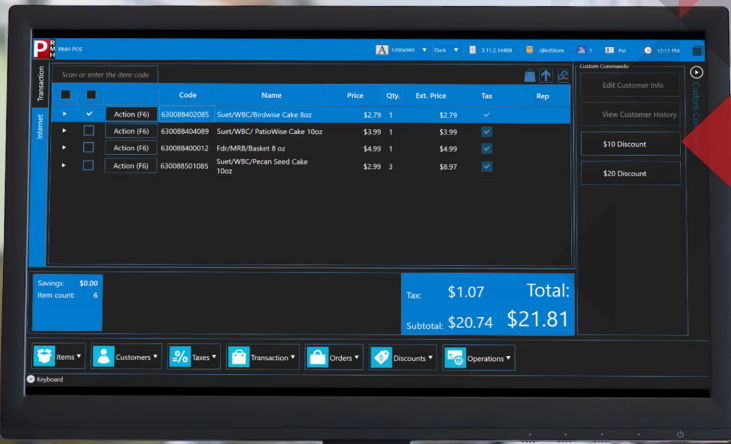


**2000+**  
Happy Customers!

**Ask us about our very lucrative  
RMH partner referral program!**

**cmsmax.com**

# RMH RESOURCES



[training.rmhpos.com](https://training.rmhpos.com)



[docs.rmhpos.com](https://docs.rmhpos.com)



[rmh-partner-talk@googlegroups.com](mailto:rmh-partner-talk@googlegroups.com)



**Have a suggestion?**

Email: [documentation@rmhpos.com](mailto:documentation@rmhpos.com)

# SPONSORSHIP DIRECTORY

Company	Contact Name	Contact Number
---------	--------------	----------------

<b>Bluestar</b>	Dean Reverman	859-371-4423 Ext. 3273
e: dreverman@bluestarinc.com w: <a href="https://www.bluestarinc.com/us-en/home.html">https://www.bluestarinc.com/us-en/home.html</a>		

<b>NWT</b>	George Muchae	817-522-0509
e: gmuchae@newestech.com w: <a href="https://www.newestech.com/">https://www.newestech.com/</a>		

<b>Cardknox</b>	Blake Rouse	844-227-3566 Ext. 565
e: brouse@cardknox.com w: <a href="https://www.cardknox.com/rmh">https://www.cardknox.com/rmh</a>		

<b>Shift4</b>	Chris Rotondi	908-752-8024
e: chris@shift4.com w: <a href="https://www.shift4.com/">https://www.shift4.com/</a>		

<b>CMSMax</b>	Sam Pizzo	585-981-8463
e: sam@cmsmax.com w: <a href="https://www.cmsmax.com/integrations/rmh-retail">https://www.cmsmax.com/integrations/rmh-retail</a>		

<b>MS Cash Drawer</b>	Jacob Hurst	800-544-1749
e: sales@mscashdrawer.com w: <a href="https://mscashdrawer.com/">https://mscashdrawer.com/</a>		

<b>Metropolitan Sales</b>	Jessica Maroney	516-599-7900
e: jmaroney@met-sales.com w: <a href="https://www.metsales.com/">https://www.metsales.com/</a>		

<b>eMobilePOS</b>	Matt Inan	954-258-9773
e: mginan@e-nablcorp.com w: <a href="https://www.emobilepos.com/">https://www.emobilepos.com/</a>		

# SPONSORSHIP DIRECTORY

Company	Contact Name	Contact Number
---------	--------------	----------------

<b>Retail Realm</b>	Afshin Alikhani	707-996-5400
e: <a href="mailto:marketing@retailrealm.com">marketing@retailrealm.com</a> w: <a href="https://retailrealm.com/retailrealm-rmh-bridge/">https://retailrealm.com/retailrealm-rmh-bridge/</a>		

<b>Systems Technology Group (STG)</b>	Gary Kielich	716-821-9808
e: <a href="mailto:gkielich@stgpos.com">gkielich@stgpos.com</a> w: <a href="https://www.stgpos.com">https://www.stgpos.com</a>		

<b>3nstar</b>	Anna Cerna	786-233-7011
e: <a href="mailto:info@3nstar.com">info@3nstar.com</a> w: <a href="https://3nstar.com/">https://3nstar.com/</a>		

<b>RSPA</b>	Jim Roddy	704-940-4272
e: <a href="mailto:jroddy@gorspa.org">jroddy@gorspa.org</a> w: <a href="https://www.gorspa.org/retail-management-hero-vendor-hub-page/">https://www.gorspa.org/retail-management-hero-vendor-hub-page/</a>		

<b>x2x</b>	Masood Mahmood	888-929-3266
e: <a href="mailto:mmahmood@x2xcommerce.com">mmahmood@x2xcommerce.com</a> w: <a href="https://www.x2xcommerce.com/rmh-ecommerce-integration">https://www.x2xcommerce.com/rmh-ecommerce-integration</a>		

<b>Websell</b>	Mike Rosa	646-665 4650
e: <a href="mailto:mike.rosa@websell.io">mike.rosa@websell.io</a> w: <a href="https://www.websell.io/">https://www.websell.io/</a>		

<b>Retail Smart Guys (RSG) Sales</b>	Dan Jablons	818-720-2585
e: <a href="mailto:dan@retailsmartguys.com">dan@retailsmartguys.com</a> w: <a href="https://www.retailsmartguys.com/welcome-to-retail-smart-guys/">https://www.retailsmartguys.com/welcome-to-retail-smart-guys/</a>		

# SPONSORSHIP DIRECTORY

Company	Contact Name	Contact Number
---------	--------------	----------------

<b>Blue Chip</b>	Jean Holland	734-761-9107
e: Jean@bluechipconsult.net w: <a href="https://bluechipconsult.us/retail-management-hero-2/">https://bluechipconsult.us/retail-management-hero-2/</a>		

<b>Touch Dynamic</b>	Dave Graber	732-382-5701 Ext. 103
e: dgraber@touchdynamic.com w: <a href="https://www.touchdynamic.com/">https://www.touchdynamic.com/</a>		

<b>Vigilix</b>	Colin Martin	864-751-4902
e: Colin.Martin@Vigilix.Com w: <a href="https://vigilix.com/">https://vigilix.com/</a>		

<b>Bold Payments</b>	Tyler Young	877-515-6464
e: info@boldpay.com w: <a href="https://boldpayments.io/">https://boldpayments.io/</a>		

<b>RMH iPOS</b>	Richard Maurer	+61 404-822-233
e: richardm@advantagesolutions.com.au w: <a href="http://www.retailmanagementhero.com.au/rmh-ipos/">http://www.retailmanagementhero.com.au/rmh-ipos/</a>		

<b>Xpertwise</b>	Abel Tovar	678-318-1708 Ext 704
e: atovar@b-onecorp.com w: <a href="https://xpertwisecorp.com/">https://xpertwisecorp.com/</a>		

<b>Payment World Technologies</b>	Bruce Tabachnik	216-556-2276
e: bt@paymentworldtechnologies.com w: <a href="https://www.paymentworldtechnologies.com/">https://www.paymentworldtechnologies.com/</a>		

# SPONSORSHIP DIRECTORY

Company	Contact Name	Contact Number
---------	--------------	----------------

Simple POS Solutions	Scott McClannahan	303-835-0537
----------------------	-------------------	--------------

e:sales@simpleposinc.com

<https://simpleposinc.com/rmh-partners/>



Falcons Nest	Paul Husted	404-478-2395
--------------	-------------	--------------

e: paul@falconsnestinc.com

**WE OPTIMIZE OPERATIONS,  
INCREASE REVENUE,  
AND ENHANCE  
CUSTOMER EXPERIENCE**



**WE STRIVE TO MAKE A POSITIVE  
IMPACT TO YOUR BUSINESS!**



# THANK YOU TO OUR SPONSORS



✉ sales@rmhpos.com

🌐 www.rmhpos.com



RETAIL MANAGEMENT HERO