

# Don't Pass Up Niche Opportunities

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*A reseller finds tablet POS and payment processing success in the high-end auto spa niche.*

A characteristic of successful IT solutions providers is their desire to solve customer problems, regardless of the technologies involved, type of problem, or uniqueness of a niche market. A great example of this attitude can be seen with a recent project completed by Chosen Payments for a luxury auto spa.



Jeff Brodsky, president and CEO of Chosen Payments, recalls that years ago he built a relationship with the owner of what today is known as Lavaggio, an auto detailing spa that provides white glove treatment. In short, the company is much more than a simple drive-through car wash. Over the years, the company has grown, not just adding locations, but also diversifying into other business ventures. With each new business opening, Brodsky gets the call to help with POS and payment processing. Most recently, the VAR was asked to

help with the latest Lavaggio expansion, a new location within a Four Seasons hotel in the Los Angeles area.

Lavaggio had a few IT needs with which Chosen Payments was called upon to help. First, as a new build, they needed a POS system to handle transactions. The system had to be aesthetically pleasing as it was being placed in a highend luxury establishment where customers expect a certain level of panache. Second, the selected system had to integrate with the hotel's existing software to give hotel guests the ability to have the auto spa service added to their hotel bill. Third, of course, were certain necessary functions and features such as EMV and inventory control.

As its recommended solution, Chosen Payments showed Lavaggio the Clover Station. "There were three aspects of Clover that Lavaggio found appealing," recalls Brodsky. "One, was that Lavaggio could write custom code that allowed the POS system to integrate with the hotel's hospitality management system. Second, they could develop their own app and place it on Clover's app market." Once on the app market, anyone who wants to download the app can do so for a fee that goes back to Lavaggio. Any custom development the auto spa did for itself could be monetized if others buy it. Finally, Brodsky says the ability to add mobile versions of the Clover software to the spa's environment was appealing. Drivers could have Clover mobile on their belt to close out customers during busy times. All transactions are synchronized across devices. In addition to these benefits, Brodsky says the Clover Station also addressed the high-end sleek look Lavaggio was searching for.

The VAR installed a single Clover Station with cash drawer at Lavaggio, and the spa has the ability to leverage additional mobile devices. The price of Clover varies by connectivity options and versions. “If someone is using Clover via Wi-Fi and you don’t want access to the app market, there are no monthly recurring fees,” explains Brodsky. “If a customer wants 3G connectivity, access to the app market, and tokenization, then there are monthly fees [in the \$29/month range].” The cost of the solution to Lavaggio was \$1,000, clearly nothing Chosen Payments is going to get rich off of. However, the auto spa has an average ticket of \$100 and does about \$1 million in annual processing, which builds a respectable residual income stream for the VAR.

For support, Brodsky says Clover/First Data handles calls and troubleshooting, which reduces his expenses from a help desk standpoint. In the event of catastrophic failure, Chosen Payments does have spare Clover terminals on hand, which can be provisioned for customers by the company within 24 hours and used until a Clover replacement is received.

Today, the luxury auto spa has the ability to use EMV and contactless payments while feeling like it’s a part of the luxury experience of the Four Seasons Hotel where it is located. Brodsky says Lavaggio has 30 additional auto spas that could benefit from the Clover solution. As such, he expects Clover upgrades in the near future. Additionally, future acquisitions will be moved over to Clover from whatever proprietary car wash system they used in the past.

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