

## TOLEDO POINT OF SALE NETWORKING

How Auto-Star builds relationships that helps keep VARS ahead of the competition.



Est.  
2010

### CASE STUDY

#### Toledo Point of Sale Networking

Jeremy Wiswell  
President

#### Website

[www.tposn.com](http://www.tposn.com)

#### Industry

POS Business Consultant

#### Product

Star-Plus

### OVERVIEW

Toledo Point of Sale & Networking (TPOSN) has a rich history of supporting businesses through technological evolution. Originally founded as NOCRS in Toledo, the company began by providing NCR and Toshiba TEC cash register systems. Over the decades, TPOSN has transformed both in name and technological capability, establishing themselves as experienced POS Business Consultants who do more than just sell equipment, they provide comprehensive technology solutions tailored to each business's unique needs. As POS Business Consultants, TPOSN works closely with Auto-Star Compusystems and their network of Value Added Resellers (VARs) to deliver cutting-edge grocery solutions. Their approach goes beyond simple hardware sales, offering strategic guidance that helps businesses leverage technology to compete effectively in today's dynamic market.

Despite technological shifts, TPOSN's fundamental commitment has stayed consistent: providing expert, customer-focused technology consulting that empowers local businesses to thrive.

### THE TPOSN DIFFERENCE

With over 19 years of experience as a POS Business Consultant, TPOSN President Jeremy Wiswell has built a strong reputation in the region by prioritizing customer success. "At Toledo Point of Sale, we operate with the core values of honesty, integrity, and extreme customer service. That's what we're known for and that's what sets us apart," Wiswell explains. Whether it's staying onsite throughout the installation process or being available to answer questions years later, Wiswell and his team are dedicated to supporting their clients every step of the way. "We are there for you from the beginning to the end," he adds. This commitment is built on a foundation of core values that guide everything TPOSN does. As Wiswell puts it, "We want to see your business grow. It's our guiding philosophy and reflects our procedures and the way we do things."

“

*“At Toledo Point of Sale, we operate with the core values of honesty, integrity, and extreme customer service. That's what we're known for and that's what sets us apart.”*

**Jeremy Wiswell**  
Toledo Point of Sale Networking

”

## QUALITY PARTNERSHIPS FIRST

At TPOSN, the process of evaluating point of sale software goes beyond mere technical specifications. The company's primary focus is on establishing a strong, collaborative partnership with their primary software technology provider. "When we're evaluating point of sale software, there is one key factor in all of it, the relationship with the partner," explains Wiswell. While features and functions are essential, they come second in the decision-making process. "Then we take a secondary look at actual features and functions of the system," Wiswell adds. For him and his team, it's about finding a solution that checks all the boxes: strong functionality, reliable support, and a true partnership. "If it has the features and functions, the relationship piece, and the support behind the product, it's a no-brainer for us," he concludes. This commitment to quality partnerships ensures TPOSN delivers the best solutions and service to their customers.



## AUTO-STAR: THE MODERN GROCERY SOLUTION

TPOSN's quest for a comprehensive seamless grocery solution led them to partner with Auto-Star Compusystems, a decision driven by the software's robust capabilities and forward-thinking approach.

"We picked Auto-Star based on the features and functions and their capabilities that cater to what's growing in the modern market today. Auto-Star met all those needs," explained Wiswell.

The selection process centered on the Star-Plus Point of Sale system's remarkable flexibility. What truly distinguished Auto-Star was their collaborative approach to partner success. As Wiswell elaborated:

"We chose Auto-Star's grocery software based on a couple of things. One is the support level that they provide, as well as the features and functions they have in their system, whether it be the deli scale integration all the way through to online e-commerce solutions. If you name anything that is needed in a modern grocery store today, Auto-Star provides it."

By choosing Auto-Star, TPOSN ensures their customers have access to a cutting-edge point of sale solution that meets the complex needs of today's grocery businesses.



**Jeremy Wiswell**  
Toledo Point of Sale Networking

## INDUSTRY LEADING TRAINING PROGRAMS

When it comes to training, a comprehensive and accessible platform sets Auto-Star apart. “Auto-Star provides a great in-depth training platform. It's online, and our team can get to it at any time,” says Wiswell. This flexibility ensures that team members can train at their own pace, fitting it into their busy schedules. “As you progress through their courses, it allows you to see what courses you have passed,” Wiswell adds. With clear tracking and a user-friendly interface, Auto-Star’s training programs empower teams to build their expertise and ensure they’re always ready to support their customers effectively.

## ACCESSIBLE SUPPORT

A strong commitment to customer support sets Auto-Star apart as an industry leader. “Their support is by far and above some of the best I've ever seen in the industry,” says Wiswell. Quick and efficient, the Auto-Star team ensures that questions are addressed promptly, and issues are resolved without delay. “If we have a question, Auto-Star is quick to respond. When we call in, they're quick to resolve the issues, take care of any problems that we have, to get our technicians off the phone and back in the field,” Wiswell explains. This responsive support allows TPOSN’s team to stay focused on delivering exceptional service to their customers, knowing they have a reliable partner backing them every step of the way.

## CUSTOMER-LED DEVELOPMENT

Auto-Star's openness to feedback and ability to quickly act is one of the key partnership advantages. “With Auto-Star, we're able to give direct feedback. I have a direct relationship with our sales rep at Auto-Star, and our techs are able to actually develop a rapport with their development team to actually feed them this information, which goes into a queue for product enhancement,” explains Wiswell. This close collaboration ensures that feedback from the field is heard and acted upon. “This is great, and they are very, very effective. Their development team is excellent,” Wiswell adds. For him, Auto-Star’s responsiveness is unmatched. “They turn their development around faster than, to be honest, than any company I've ever worked with as a POS Business Consultant. I've never seen a company turn their dev work around as fast as Auto-Star.” By fostering a strong relationship between their team and Auto-Star’s development experts, TPOSN ensures that their customers’ needs are addressed efficiently, keeping the software solutions aligned with real-world demands.

“

*“Their support is by far and above some of the best I've ever seen in the industry.”*

**Jeremy Wiswell**  
Toledo Point of Sale Networking

”



## ADVICE TO VARS

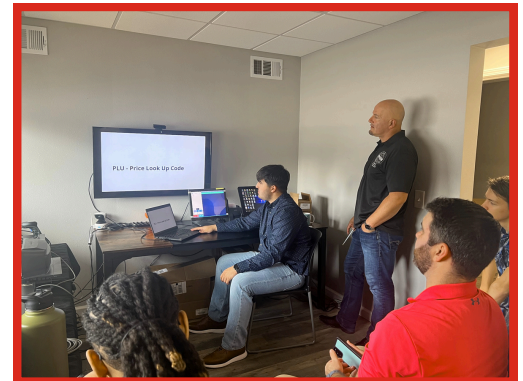
For Wiswell, the foundation of any successful software partnership lies in the relationship. “Advice I give to any dealer, VAR or POS Business Consultant out there looking for a new grocery solution would be the relationship, the features and functions of the product, but more so the relationship and the features would be second,” he explains. With so many products available on the market, Wiswell believes that choosing the right partner makes all the difference. “When looking for a new grocery product, there are many options to choose from. The key to what I've seen since I've been doing this since 2005, is the relationship.” For Wiswell, a strong partnership goes beyond just software features, it’s about collaboration and understanding between both parties.

“*They turn their development around faster than, to be honest, than any company I've ever worked with as a POS Business Consultant.*”

**Jeremy Wiswell**  
Toledo Point of Sale Networking

## ABOUT AUTO-STAR

Auto-Star is committed to helping you succeed by offering channel ready products, lead generation programs, collaborative marketing and continuing education. Our comprehensive partner program includes industry leading tools that help in reducing costs, earning sales, creating satisfied customers and optimizing your gross margins. For more information visit the Auto-Star [reseller page](#).



**you first**  
**Partner Program**