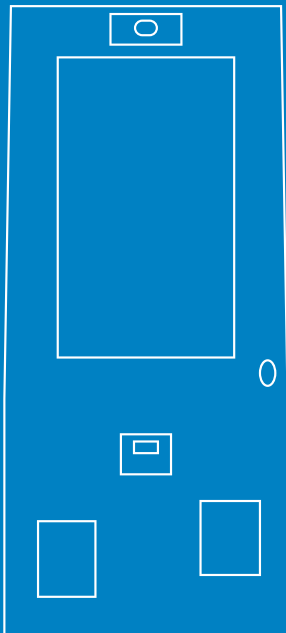


# OPTIMIZED CONNECTIVITY FOR MICRO MARKETS



**An OptConnect**  
CERTIFIED PARTNER

Parlevel offers a robust set of management and sales tools for the food and beverage industry. Launched in 2013, Parlevel has become the backbone of hundreds of businesses around the world helping them spend less, sell more, and optimize their operations. An integral part of their operations is providing their customers with seamless connectivity powered by OptConnect.

## About Parlevel

Present in 20 countries and counting, Parlevel helps vending, micro market, and other service providers manage thousands of locations every day. Their software applications connect to a wide range of hardware solutions, providing their customers of all sizes with the benefits of easy-to-use, powerful technology tools.

"When starting Parlevel we wanted to assist vending operators with operational information that they can utilize everyday," said Alan Munson, Chief Commercial Officer at Parlevel. "We feel that we've been able to bring a human touch to the technology side of things, trying to understand what our customers need and putting those pieces in place to make their lives easier."

## Their Need

Micro markets were launched in 2011 and are expected to grow to more than 35,000 units by 2020, according to the National Automated Merchandise Association. With many customers insisting on using their existing location's internet, Parlevel wanted a better way to provide them with more reliable connectivity.

"We knew that connectivity can be spotty when customers use their location's internet so when we began to get into the micro market space we wanted to find provider that could give us the best connectivity possible for our customers," said Munson

# PARLEVEL AT A GLANCE

**2013**

YEAR THAT PARLEVEL  
WAS FOUNDED



750% YEAR OVER  
YEAR GROWTH  
FROM 2017 TO 2018

**\$3.2M**

REVENUE GENERATED BY  
PARLEVEL KIOSKS IN 2017

"We provide customers of all sizes with the benefits of easy-to-use, yet powerful technology tools. We needed a robust, managed wireless solution to add to that value."

- Alan Munson



# THEIR SOLUTION

Parlevel was referred to OptConnect through an industry expert. Munson then went through his existing customers already using OptConnect and got feedback on the solution. "After speaking with customers, it was clear to me that OptConnect had their best foot forward when it came to connectivity," said Munson.

After hearing the positive feedback, Parlevel officially made the decision to partner with OptConnect to bring their customers connectivity they could count on.

**“**We love the reliability aspect of OptConnect. We know that connectivity plays a very important role when it comes to the efficiency of any kiosk and OptConnect makes sure our customers always get the connectivity they need, said Munson.**”**

continue to create tools and provide connectivity that help businesses build better break rooms and better serve their clientele."

## The Benefits of Partnership:

Parlevel has multiple strategic partnerships with some of the best names in the business, but OptConnect is their sole connectivity provider. This enables Parlevel to truly be an all-in-one solution for their customers, providing them with real-time data, management, support, and much more.

"We pride ourselves on being a one-stop shop for micro markets, so being able to offer OptConnect's reliable connectivity in addition to that really solidifies our role as an all-in-one provider."



## The Growth of Micro Markets

As the growth of micro markets continues to expand, Parlevel will continue to evolve their technology to meet their client's needs. In partnership with OptConnect, they will be able to provide connectivity that will grow with their clients.

"Micro markets are significant for Parlevel's future because they are significant for our customers' future," said Christopher Blomquist, Director of Marketing at Parlevel. "From vending operator, to entrepreneur, to HR professional, our customers have made it clear that the future of breakrooms is powered by micro market technology. So we will

## Working with Parlevel

"OptConnect and Parlevel have many synergies that make a partnership extremely beneficial for both parties," said Aaron Reeder, Sr. Territory Manager Western U.S. "We have a great deal of overlap in our customer bases, both organizations are very tech oriented, and both organizations have a high focus on Customer Service. Pairing all of that together makes us a natural fit for one another."

# THE RESULTS

"Every moment that a kiosk is down is a moment that your customer is losing efficiency and profit. We recommend OptConnect because they provide reliable connectivity so that our customers can operate at maximum efficiency without worrying about downtime."

**Alan Munson**  
Chief Commercial Officer



## \$50M

PROJECTED REVENUE TO BE  
GENERATED BY PARLEVEL  
KIOSKS IN 2019

## 200%

YEAR OVER YEAR GROWTH  
WITH OPTCONNECT



## Micro Market Connectivity

OptConnect provides wireless network connectivity for Micro Market systems of any size. OptConnect's plug and play ability, reduced downtime, and cost savings all work together to bring you the best connectivity possible. In addition, the ease of deployment simplifies the whole process by bringing you easy to use, powerful technology. If you need wireless network connectivity in a custom application, look to OptConnect to provide the hardware, network connection, management, and support you need.

To learn more, please contact us at [1.877.678.3343](tel:1.877.678.3343).