BlueStar

Optimizing Hardware Deployment with LANDI for a Nordic POS Reseller

Challenge

A Nordic-based POS reseller was grappling with inefficiencies in their hardware deployment process. Importing devices in bulk required tying up capital, storing inventory, and dedicating staff to manual provisioning before devices could reach customers. The result? Delays, overhead costs, and operational bottlenecks.

Solution

To modernize their approach, the reseller selected **LANDI's new POS platform**, featuring the **C20 terminal** and **M20 soft POS device**. Instead of continuing with in-house setup, they turned to **BlueStar's Value-Added Services (VAS) team** to manage the provisioning and configuration of devices end-to-end.

Before shipping each device directly to the end customer, BlueStar handled:

- Unboxed each device
- Installed SIM cards and batteries
- Connected to power

- Completed initial setup: language selection, Wi-Fi configuration, and Google services activation
- Applied the correct APN settings for internet access
- Configured scanner functionality (if applicable)
- Enrolled each device into the reseller's Mobile Device Management (MDM) platform
- Conducted functionality testing
- Repacked and prepared for final delivery

The Results

By outsourcing device provisioning to BlueStar, the reseller was able to:

- **Free up cash flow** – no need to purchase and hold large inventories
- **Reduce physical storage** – devices no longer cluttered the office
- **Accelerate time-to-customer** – hardware arrived fully configured and ready to use
- **Enhance customer experience** – seamless deployments with minimal technical support required

Why it Worked

This was more than just hardware fulfillment – it was a collaborative, end-to-end solution. With **LANDI's innovation**, and **BlueStar's hands-on technical services**, the reseller eliminated friction from their operations and delivered more value to their customers.

From logistics to configuration, BlueStar helped make hardware delivery faster, cleaner, and smarter, empowering the reseller to scale with confidence.