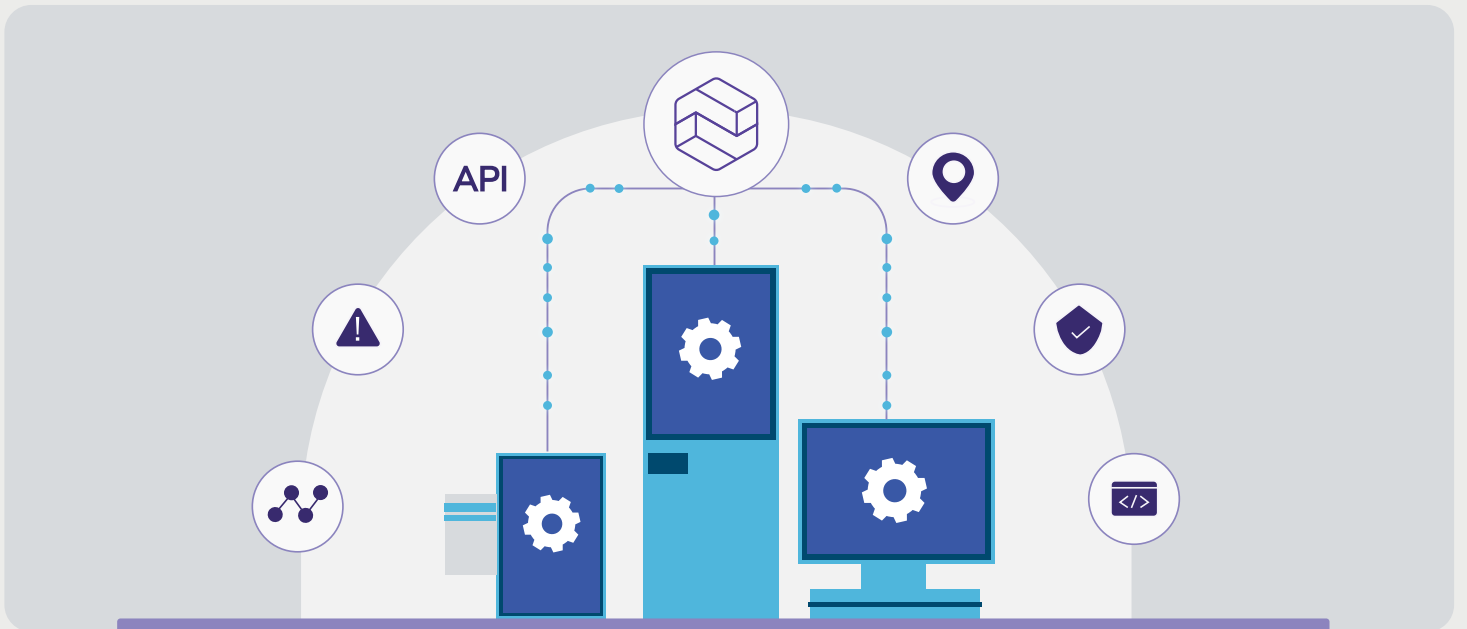




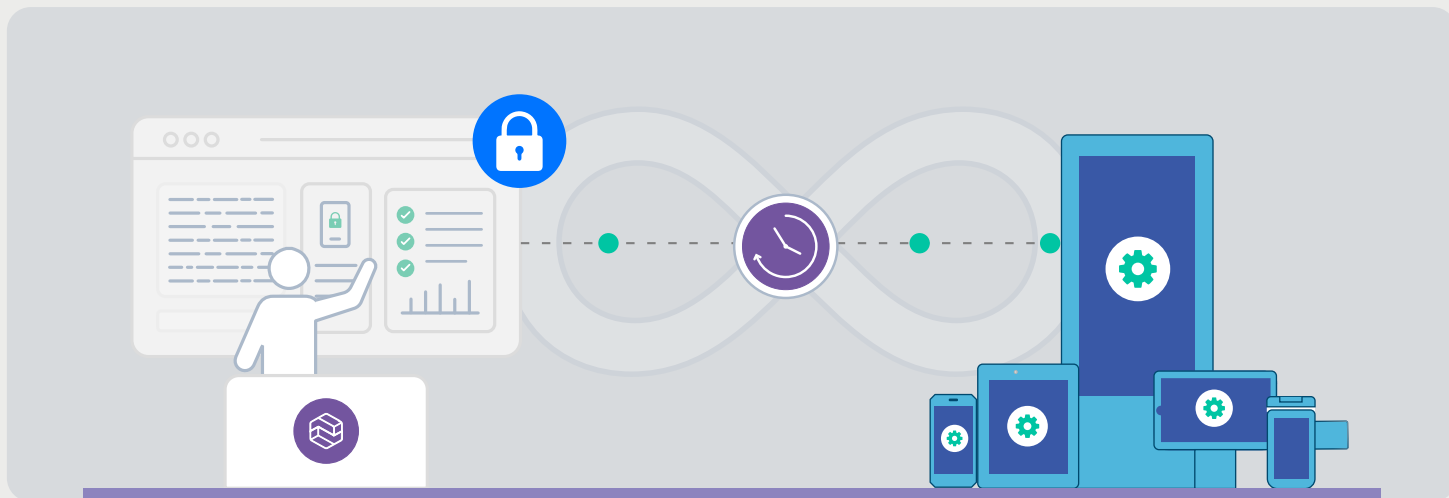
## How MicroTouch Enhances Customer Satisfaction with Esper's Software and MDM

As a manufacturer of specialized touch solutions, MicroTouch has been on the cutting edge of digital experiences for over 40 years. Their extremely durable, visually crisp, and responsive touchscreen devices are in over 50 million installations worldwide, from retail and restaurants and gaming to healthcare and industrial automation facilities.



## Enhancing cutting-edge hardware with exceptional experiences

While their technology is cutting-edge, the driving force behind the company's innovations — including over 100 patents — is providing the best possible experiences. To them, this means everything from optically bonded displays for enhanced viewing angles and faster touch response to peripheral devices that easily connect via USB-C. While performance and durability are important, the company also wants its products to be as user-friendly as possible. “We're always trying to make the end solution more deployable for our users,” says MicroTouch Sales Engineer Tyler Wells.



So when they introduced a line of high-performance Android-based displays, kiosks, and POS devices, they wanted to do everything they could to create an exceptional customer experience. But the hardware manufacturer ran into an initial challenge: Clients were deploying software that they couldn't manage remotely, which meant they required on-site support to resolve technical issues. MicroTouch worried that this was causing unnecessary delays and downtime.

## Reducing downtime with the best-in-class hardware, software, and MDM

MicroTouch sought out a mobile device management partner to help reduce response times. While they evaluated a range of vendors, Esper offered an MDM solution that would provide complete visibility and better device control, plus the touchless provisioning that MicroTouch seeks.

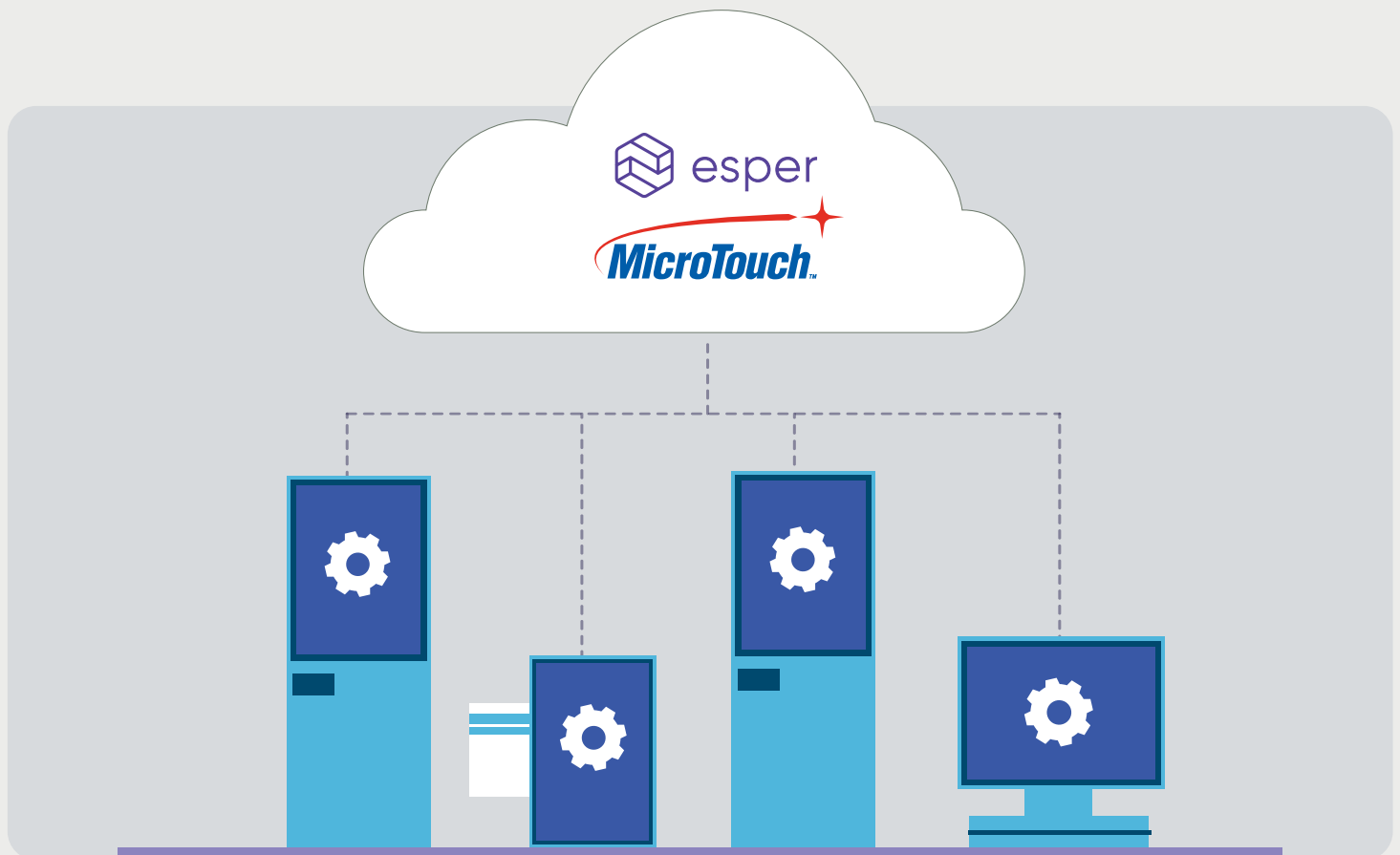
According to Wells, “there was a clear-cut winner in Esper. By devoting resources to the industry leader, we aligned ourselves from a hardware perspective to meet the standards that Esper has, and as a result, our clients have directly benefited.”

## Technology plus enterprise-grade support & communication

After leveraging Esper to enable out-of-the-box provisioning and simplify device management, MicroTouch resolved customer support issues at a rapid pace, which has decreased the TCO for MicroTouch hardware.

And customers have especially noted the seamless device deployment that Esper enables. As Wells puts it, “In the three years we've been working with Esper, we have numerous success stories. And those clients are very willing to get on camera and give us testimonials about the success of the deployments that we've implemented. That is a testament to the communication, the support, and the overall solution that we provide to clients.”

While increased customer satisfaction can be partially attributed to Esper’s leading technology, above-and-beyond support and consistent communication from the Esper team have also been paramount to success. According to Wells, “the partnership we have with Esper is very communicative and very open, which in turn is the best solution for our end-user clients.”





**Tyler Wells**  
Sales Engineer, MicroTouch

“ There was a clear-cut winner in Esper. By devoting resources to the industry leader, we aligned ourselves from a hardware perspective to meet the standards that Esper has, and as a result, our clients have directly benefited.

## About MicroTouch

MicroTouch is a global leader in modern touchscreen technology. They've been providing exceptional experiences for over 40 years, and are still innovating to offer the best possible solutions for retail, restaurants, healthcare, industrial automation, and more.

