



Behind the Counter: How The Paper Store Scales Retail Success with Level 3 Support.

Client Overview

Industry: Specialty Retail – Gifts, Cards & Apparel

Size/Region: 140+ stores across the Northeastern US

The Paper Store operates a fast-paced retail environment where POS availability is critical to customer satisfaction. Their internal team was initially managing day-to-day support escalations, vendor coordination, and rollout tasks for their new Jumpmind POS implementation. But as the business evolved, they needed a partner who could take full ownership of Level 3 support.

The Challenges

- High internal workload from managing issue resolution and cross-vendor communication
- Delays in resolving POS issues affecting store operations
- Difficulty deploying enhancements in a timely manner
- No centralized partner to manage recurring problems or apply learnings across storespartner who could take full ownership of Level 3 support.

The Makira Approach

Makira was brought in to provide Level 3 support and ongoing enhancements for the Jumpmind POS platform. We manage all parties involved in issue resolution – from software vendors to third-party integrators. Using structured weekly reviews and SLA-based tracking, we proactively identify root causes and roll out improvements quickly. Our long-standing relationship with The Paper Store means we understand their business deeply, allowing us to anticipate needs and reduce friction.

Outcomes & Business Impact

- Faster resolution = better customer experience
- POS-related issues were resolved faster, allowing store associates to remain on the sales floor
- New features and enhancements deployed more quickly
- IT team able to focus on improving in-store experience and advancing new strategic initiatives
- Structured approach prevents recurring issues through “Lessons Learned”bv

"Makira is truly an extension of our team. Their deep understanding of our business, forged through a long-standing partnership, allows them to proactively manage our Jumpmind POS systems, ensuring continuous operations. This partnership frees our associates to focus on delivering the exceptional in-store experience our customers expect, knowing Makira handles the rest."

Craig Hewitt, COO at The Paper Store

Why Makira

Makira delivers retail systems support that goes beyond fixing issues – we create stability. Our experience with Jumpmind POS, combined with our hands-on approach and commitment to accountability, makes us the partner retailers trust when continuity, customer experience, and responsiveness matter most.