

THE BOOKSHOP AT DINOSAUR STATE PARK

HP rp3000 POS System speeds transactions, secures backup



Dinosaur
State
Park

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—Joe Panitch, manager, The Bookshop at Dinosaur State Park, Rocky Hill, Conn.

HP customer case study: Souvenir shop upgrades to HP rp3000 POS System for speed, peace of mind

Industry: Retail

Objective:

Upgrade POS software to provide backup and improved reliability

Approach:

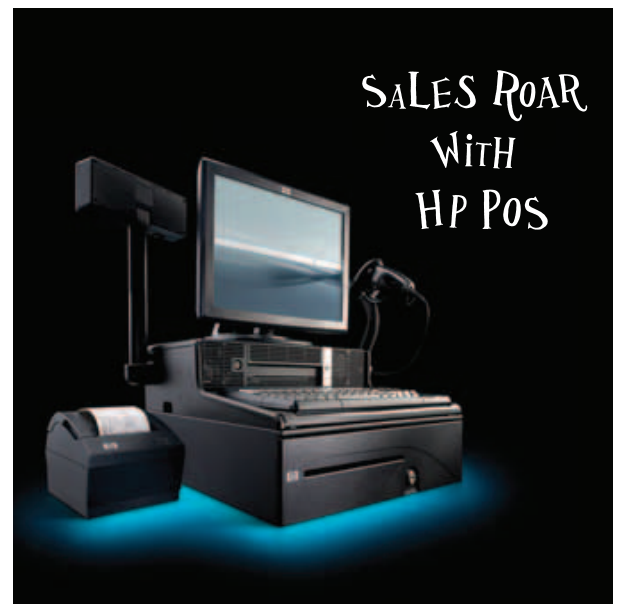
The Bookshop at Dinosaur State Park upgraded its POS system from Business Machine Sales & Service (BMSS) with HP rp3000 POS Systems.

Improvements:

- Full transaction backup
- Automation through scanning and touchscreen interface

Business benefits:

- Faster transactions
- Shorter delays for refunds, voided transactions
- Improved reliability



The Bookshop at Dinosaur State Park in Rocky Hill, Conn., is exactly what you would expect: a souvenir shop offering everything from fossils, mineral stones and amber jewelry to t-shirts, cameras and stuffed toys. It's a small and friendly business.

But that doesn't mean it can afford to use prehistoric technology. “We need to deliver the same quality of customer service as every business, and our new Point of Sale (POS) system featuring the HP rp3000 is helping us do just that,” says Joe Panitch, manager of The Bookshop.

Welcome to 21st century technology

Dinosaur State Park is one of the largest dinosaur track sites in North America. Beneath its geodesic dome is a display of early Jurassic fossil tracks that were made 200 million years ago. The Bookshop is operated by The Friends of Dinosaur Park & Arboretum, a private, non-profit organization that promotes and funds educational activities, programs, and exhibits at the park.

Customer solution at a glance

Primary applications

Retail POS

Primary hardware

- HP rp3000 POS Systems
- 15-inch diagonal LCD touchscreen monitors

For years, The Bookshop has used equipment from Business Machine Sales & Service (BMSS) to handle store transactions. First there were electronic cash registers. Then BMSS developed point of sale software that would run on the electronic cash registers. The Bookshop had used that system for nearly four years. But the aging hardware, combined with the lack of any backup, concerned Panitch.

"We were concerned about what would happen if the system crashed. Our hardware was more than 10 years old, and we had no backup," says the store manager. So he contacted his friend and owner of BMSS to ask about upgrading. He wanted new POS hardware that would allow for easy operation, quick and accurate transactions with a touchscreen interface, and the ability to track inventory and sales, along with backup for all transaction data.

HP rp3000 POS System is quiet, reliable

BMSS owner Roger Spurr had just what Panitch needed: the BMSS/HP Retail Appliance, which incorporates the HP rp3000 POS System with feature-rich BMSS software developed specifically for HP POS hardware. "The rp3000 is the best solution we've found, and we've tested on nearly everything suited for POS," says Spurr. The rp3000 POS System's operating system is Genuine Windows® Embedded POSReady 2009 installed. It runs on an Intel® Atom™ processor, which consumes very little power, produces very little heat, and is almost silent, according to Spurr. "As a result the rp3000 is very responsive and reliable."

Another benefit, says Spurr, is the wide variety of connection ports with the rp3000. Among them are serial ports, an extra PCI slot, as well as powered and nonpowered USB ports featured on most POS systems today. The PCI slot enables BMSS to integrate video into all records of sales transactions, with text describing the transaction superimposed and encrypted into the video stream. "If something goes through the journal, it gets recorded as text in the video and is searchable," Spurr notes.

While The Bookshop at Dinosaur State Park is not using video in its implementation of BMSS POS software, the move to the rp3000 POS System is enabling Panitch's staff to take advantage of other

features today, with greater flexibility for incorporating new capabilities in the future.

Faster transactions, fewer delays

"Transactions can be completed a lot faster with this system. While we haven't done formal testing, the general speed appears to be roughly doubled. Transactions can be completed in about half the time," Panitch says. The touchscreen interface and attached scanner eliminate much of the typing required by the old hardware. It's also much faster and easier to correct operator errors. "You can override, void or give a refund much faster than before. That's important when we're really busy and people are waiting in line to buy their souvenirs."

The Bookshop has three rp3000 Systems: two in the retail area itself to handle customer sales transactions, and one in the back office. The two in front are configured with 15-inch diagonal LCD touchscreen monitors, USB Thermal Receipt Printers, USB Barcode Scanners and speakers—essentially the same peripherals The Bookshop had been using previously. The back office workstation houses the backup of all transactions from up front and allows Panitch to manage the inventory and sales databases, as well as run analyses and reports.

Having that data is critical to a well-run store, he notes. "There's another museum in town with a much bigger store," he says, "and they have to do partial inventories every week, department by department. Our system eliminates the need for that."

Easy to use

Panitch says his sales clerks find the rp3000 POS Systems easy to use. New employees get up to speed quickly on their first day, though Panitch insists on having a senior employee work with newcomers for the first day.

Overall, he says the transition to HP rp3000 POS Systems has been a great move. "I can't think of anything we would change," he says. "The rp3000s give us everything we need, and combined with the BMSS software, give us a solid POS system at a very competitive price. We're very happy."

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

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