

# BERRIPOP FROZEN YOGURT

HP POS systems save time, add flexibility



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—Christopher Huang, store manager, Berripop Frozen Yogurt, Houston, Texas

**HP customer case study:** Frozen yogurt store chooses HP Point of Sale (POS) systems to accelerate transactions, boost back-office processing

**Industry:** Hospitality

## Objective:

Provide in-store restaurant with point of sale capability

## Approach:

Berripop turned to HP Point of Sale systems for added speed, flexibility and reliability

## IT improvements:

- Replaced a standard desktop PC with a true POS system, designed for retail
- Second POS added as a back-office system for database maintenance

## Business benefits:

- Fast transactions
- Enhanced customer experience
- High reliability
- Prompt technical support



In the world of retail, time can be money. If customers receive prompt, high-quality service, they're likely to come back. That's where a fast and reliable HP Point of Sale (POS) system can make a difference.

“If there's a line out the door and the computer is slow, that puts real pressure on us behind the counter,” explains Christopher Huang, store manager for Berripop in Houston, Texas. “Our HP POS system shaves a few seconds off of every transaction, and is so reliable we count on a single POS station to keep a store running.”

## Tangy yogurt, speedy service

Berripop is a small but growing frozen yogurt business based in the Houston area. It specializes in a new kind of frozen yogurt that originated in Korea. “In the U.S., people are familiar with frozen yogurt that is very much like ice cream,” Huang says. “But our product is

## Customer solution at a glance

### Primary application

Point-of-sale processing

### Primary hardware

- HP rp3000 POS System
- HP rp5700 POS System
- HP POS Peripherals
  - HP touchscreen
  - HP POS keyboard
  - HP magnetic stripe reader (MSR)
  - HP thermal receipt printer
- Intel® Atom™ 230 processor
- Intel® Celeron® 440 processor

### Primary software

- Genuine Microsoft Windows Vista® downgraded to XP Professional
- Aldelo POS software

### HP Services

- HP hardware support

really made from yogurt; when you taste it, the first thing that comes to mind is yogurt. It's breathtaking to most people the first time they eat it." Berripop Frozen Yogurt is also loaded with active live bacteria cultures known as probiotics that promote healthy digestion and immune system balance.

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Christopher Huang, store manager, Berripop Frozen Yogurt

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That difference in taste and healthfulness—combined with a high-tech store environment featuring bright colors and music videos, along with free WiFi—makes Berripop a destination store. "People go out of their way to visit here," Huang says, "so we don't expect them to spend their time standing in line."

When Berripop opened its second store, owner David Lee wanted to ensure the most trouble-free, quick-turnaround customer service possible. Lee's first store utilized a standard desktop PC as a POS workstation. "The response was a little slow for a POS, so we needed something dedicated for sales transactions," says Huang.

Lee and Huang surveyed the HP product line and chose two POS systems: an HP rp3000 POS System for the storefront retail environment, and an HP rp5700 POS System for the back office.

The rp3000 is equipped with HP POS peripherals: POS keyboard, touchscreen monitor, magnetic stripe reader and a thermal receipt printer. It can handle more peripherals if needed through its eight USB ports and various other connections. As configured for Berripop, it runs genuine Microsoft Windows® Vista downgraded to XP Professional and Aldelo POS software on an Intel® Atom™ 230 processor. Berripop upgraded the memory to 2 GB.

"The rp3000 is definitely a little faster than our original system—it saves a few seconds per transaction," notes Huang. "That may not seem like a lot, but when you have people standing in line waiting to be served, it can make a huge difference."

Unlike some retail or food service environments, Berripop depends on its employees to actually assemble a customer's order (typically the frozen yogurt is served as a parfait with some combination of chopped fruit, nuts, granola, honey or cereal), then ring it up and complete the transaction. "The HP touchscreen monitor is essential to our work, and things can get a little sticky when we're in a hurry," Huang admits. "We need a POS that stands up to the store environment."

The rp3000 System is also capable of other tasks, so Huang may occasionally use it to send an email or run a report. But for the most part, he turns to the back office POS system, the rp5700, for such tasks.

The rp5700 POS System is equipped with an Intel® Celeron® 440 processor and also runs genuine Microsoft Windows Vista downgraded to XP Professional. Huang uses it to run sales reports, update and maintain the Aldelo database, and perform other administrative tasks. It serves as his general purpose PC for tracking inventory, costs, sales trends, as well as for emailing, creating business documents and communicating with his supply chain. "I also use the DVD drive for backup, or to preview DVDs that we might be planning to display on the music video monitors out front," Huang says.

When it comes to handling customer transactions, employees are totally dependent on the automated POS systems, Huang notes. "No one is trained to do transactions manually. So we depend on our HP technology 100%."

That means Berripop depends not only on the reliability of HP hardware, but also on the responsiveness of HP service. "My interactions with HP have been very good. The people have been friendly, helpful and prompt," Huang recalls. He says that experience began with an onsite consultation regarding the store's needs, followed by installation two days later.

"I've been very pleased with the level of support we're getting," he says. "HP POS has been a good fit with our business."

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

To learn more, visit [www.hp.com](http://www.hp.com)

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