



THE SMART SOLUTION IN RESOURCE MANAGEMENT FOR SMES.

Maju Junction switches to HP's Retail Point of Sale (rPOS) for effective resource management.

“ With the deployment of HP's Retail Point of Sale (rPOS) system in Maju Junction's food court, one of the biggest food courts in Malaysia, we now have better use of resources and increased efficiency among the employees. ”

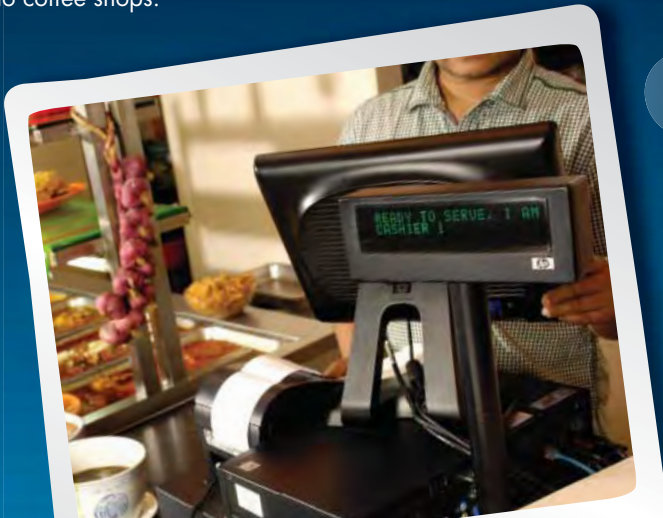
Dr. Alvin Lim, General Manager,
Maju Junction Property Services Sdn. Bhd.

HP rp3000 POS Solution - designed specifically for SMEs

The rp3000 offers retailers a comprehensive suite of HP peripherals (e.g. keyboard equipped with magnetic stripe reader; thermal receipt printer; cash drawer; customer display pole; touch-screen monitor; USB scanner; integration tray) and a wide selection of software applications from key POS ISV partners.

Comprehensive

The comprehensive suite of HP peripherals allow retailers the ability to customize their POS solution based on their unique business needs – from convenience stores, boutiques, grocery store chains to coffee shops.



Flexible

The flexible rp3000 POS delivers an open platform that's supported by leading POS ISVs, ensuring the solution works with a retailer's existing legacy systems. With dual PC and POS functionality, this allows retailers to focus on their business and drive the in-store experience with the ability to anticipate customer needs by tracking purchasing habits, manage customer data and reduce customer waiting time with quick transactions and inventory management.

Dual-mode

Featuring a dual-function PC and POS solution, the rp3000 POS offers plug-and-play functionality and colour-coded I/O ports – all of which simplify the set-up process for retailers.

Back-up

The rp3000 POS is also backed by HP's Total Care program to support retailers through every phase of the business lifecycle.

The challenges faced in today's retail resource management...

- PETTY CASH DISCREPANCY
- INEFFECTIVE RESOURCES MANAGEMENT
- UNRELIABLE TRADITIONAL RETAIL POINT OF SALE
- LIMITED FUNCTIONALITY OF CASH REGISTERS
- DISORGANIZED WORK PROCESSES

...and how HP rp3000 POS solution makes a significant difference.

Built to last, the HP rp3000 POS solution delivers an efficient and feature-packed solution for retailers. The rp3000 POS solution enables retailers to organize their operations with an affordable and scalable point of sale system that integrates readily and easily into any retailer's environment – from a single checkout counter to multi-lane set-up.

Operating one of the largest food court outlets in Malaysia is never easy. However, the consolidation of all POS into one server is made possible with the HP rp3000 POS solution. Maju Junction was established in year 2002 and is dedicated at providing the best shopping and dining experience to customers at all time. Besides outsourced retail business, Maju Junction also focuses on operating one of the largest food court outlets in Malaysia – Persona Food Court located on Level 3 which has a sitting capacity of 1,200 people and offers a splendid array of mouth-watering Malay, Chinese, and Western cuisines.

Learn how effective management of resources with HP rp3000 POS leads to overall efficiency.

Dr. Alvin Lim, General Manager, Maju Junction Property Services Sdn. Bhd. decided to adopt 21 units of HP rp3000 POS solution to streamline its POS solution for Pesona Food Court.

"As the General Manager, I have to ensure all work processes are streamlined in order to increase efficiency among employees. With the HP rp3000 POS solution, we managed to organize our food court operations with an affordable and scalable point of sale system that integrated readily and easily into our current environment. We are able to customize our POS solution based on our business needs without much hassle and the transition was almost instantaneous."

Transaction over the counter at the Persona Food Court is done via cash and this mode of payment has resulted in a number of discrepancies. "This is one of the main challenges that we faced on a daily basis. After the deployment of the HP rp3000 POS solution, we managed to reduce the discrepancy rate to almost none, within just two months after we deployed the POS solution."

Space is a constraint for any food court operator. The rp3000 also provided Persona Food Court with a POS solution that offers very compact footprint to maximize counter space. "We managed to save space even with the whole suite of rp3000 which included a keyboard equipped with magnetic stripe reader, thermal receipt printer, cash drawer, customer display pole, touch-screen monitor, USB scanner and integration tray.

With dual PC and POS functionality, Persona Food Court is able to implement scanning systems that are capable of identifying specific scancode setups. In addition, the POS system is very user-friendly, allowing any form of customer relationship management (CRM) loyalty programs to be implemented with any of the available scanning systems within the HP POS system. "This deployment allows us to focus on our business and drive the in-store experience with the ability to



BUSINESS IS PERSONAL.

anticipate customer needs by tracking purchasing habits, manage customer data and reduce customer wait times with quick transactions and inventory management all via the HP POS solution."

Similarly through this deployment and implemented programs, Maju Junction has been seen to enjoy higher human traffic, and thus generating higher revenue for the retailers. With reduced customer wait times and quick transactions, it is no wonder that everyone is paying a visit to Maju Junction these days. As the saying goes, time is precious and HP rp3000 POS solution could not have been a better testament to that age-old saying.

For more information on how HP rp3000 POS solution could help your business

CLICK www.hp.com.my