BIZTRACKER RETAILER
POINT OF SALE SOFTWARE

Telephone Toll Free: 877-767-1249
WWW.BIZTRACKER.COM
**Biztracker Supports Multiple Hardware Platforms**, allowing the merchant the best choice of hardware for their business. Biztracker can be configured to operate on Touch Screens, Retail Terminals, or Standard Personal Computers. This flexibility of Hardware Platforms also allows the utilization of Standard POS Components for a quicker, lower cost installation.

**Back Room Workstations are Included,** in Biztracker Point of Sale at no additional cost. This allows the Merchant the flexibility of inventory management, receiving, reporting, purchasing, barcode printing, and all functions except POS. In addition the clerks can do their cash declaration on the backroom computer. This will eliminate customer viewing of cash management.
Biztracker RETAILER® POS products offer advanced features because they are designed to run in the 32-bit Windows 98/NT/2000/XP environment. Many of these features are found only on more expensive Point of Sale systems.

The BIZTRACKER© software comes with three types of selling screens to accommodate the hardware requirements of the user. This allows the retailer to customize the software and makes for easier operation by clerks. With these built-in features it makes the software very flexible for upgrades by the retailer. The retailer may choose from the Standard Personal Computer, an Integrated System like the IBM SureOne or SurePos Series, Posiflex PST Series, or a special programmable keyboard. In addition, you may choose a Touch Screen product like the IBM SurePos Series or the Posiflex TP-6000.

BIZTRACKER© software also offers Visual Product Identification, which will display a photo ID of the product being sold. This will protect the retailer from customers switching bar code labels or tags on high value products. Another great benefit of this feature is when an item is lacking a bar code, identifying the product will be quick and easy.
Biztracker allows our merchants to set up advertising and customer sales information to be displaced on a standard LCD monitor. This display can be conveniently located facing the customer at the Point of Sale Terminal.

AUTO EMAIL TO CUSTOMER

Biztracker allows you to set up email list to contact your customers. Lists can be sorted by type to better direct you advertising efforts. Attachments can also be added for greater effectiveness.
BIZTRACKER© software has optional fully automatic credit card processing available. You have the option with staying with your current processor and bank.

This option requires a modem and card reader.

Credit card processing can also be done over the Internet to get blazing 5-second approval time.
The Customer Set-Up screen allows you to set up variable information such as price levels, sales tax, percentage discounts, customer type, credit card information, pop-up message when selling to a particular customer and other data. This is one of several screens dealing with customer information and data.

The Customer History screen allows you to look back at the purchase history of a customer, enabling you to check back on previous orders for pricing, purchase date, quantities, product number, invoice number and other information.

The Customer Notes screen allows you to keep customer information that won’t be printed or displayed elsewhere in the system. This information could be helpful in many ways.
MULTI-CURRENCY

Biztracker has Multi-Currency capacity tendering for an unlimited number of different currencies. The Touch Screen interface makes accepting Multiple Currencies a snap for the clerk. Biztracker even accepts split tenders using Multiple Currencies.
HELP SCREENS

Complete help menus are available to the user for any questions that might arise. Simply click on the ? and then the function with which you need help.

Standard Windows 98/NT/2000/XP toolbars are used throughout BIZTRACKER© software so anyone familiar with these standard icons can be using BIZTRACKER© products with minimal amount of training.

DUTY FREE OPERATION

Biztracker collects and prints the necessary information on the receipt for many Duty-Free operations. This feature saves time and speeds the sales cycle in shops that sell Duty Free. In addition we report the necessary data electronically to the government agency for easier report keeping.
The INVENTORY NOTES SCREEN allows you to attach a photo of the item for "VISUAL PRODUCT IDENTIFICATION". This photo will show on the sales screen after being scanned for sale. This screen also allows you to put an EXTENDED DESCRIPTION on the sales receipt or invoice if the standard 30-charter description is not long enough. Additional notes can be kept at this screen which will not print but will show as suggestive selling screens to the clerk.

The INVENTORY PRICE SCREEN is where you input the tax rate for the item, the cost of the item (the software will compute First in/last out or average weight of inventory methods), and the selling price of up to five levels. A timed sale function will change the price for a preset period of time, then resume the standard price when the sale price is over.
This inventory screen allows you to set up items that have the same bar code but are sold in varying quantities (UNITS OF MEASURE). A good example is soda - there is one bar code on the can that is the same for six packs, twelve packs, and 24-unit case. When you scan an item of this type a window pops up and asks the clerk to identify how this item is being sold.

Another function is to sell KITS. This is where you have several items put together so they are sold using one item number. You need to track each of these items as inventory items separately. A good example of a kit is a Happy Meal sold by McDonalds. They have one item number for the Happy Meal, but they sell the Hamburger, French-Fries and Drink as separate items and must be controlled on their inventory.

This inventory screen allows the clerk to view the inventory status without seeing any pricing information. With the PASSWORD SECURITY feature you can set up what you want a clerk to view or have access to in the BI ZTRACKER© software.
PURCHASING SCREEN

BIZTRACKER© software includes a full purchase-ordering module. This allows you to place orders (if the vendor has e-mail it will send your order via the Internet), receive items into inventory by purchase order number, and produce UPC barcodes upon receiving the items.

Receiving merchandise is easy using Biztrackers Receiving from an Open Purchase Order process. Merchandise can be received manually or using a Pocket PC or Portable data Collector.

Direct Store Delivery Receiving is very easy using the Non-Purchase Order Receiving. This allows vendors to deliver direct to your store without having to create a purchase order and then receive against it.
AUTOMATIC INVENTORY UPDATES FROM REMOTE DEVICES

BIZTRACKER© software allows for automated inventory input from personal data collectors of two types. **Pocket PC** type or manual **Portable Data Collector** types may be used to speed inventory updates or entering incoming inventory. In addition here are a few other things that can be done with a Pocket PC:

- Check / Adjust inventory levels in the showroom or warehouse.
- Take inventory counts - VERY fast and accurately.
- Change selling prices, cost or reorder points while in the showroom or warehouse.
- Receive in merchandise from a PO or Non-PO.
- Search items due in from a PO.
- Do an invoice or saved invoice.
- Customer lookup with history.
- Add new inventory items or customers.
- Work On-Line or Off-Line
BIZTRACKER© software gives merchants familiar reports such as the "Z" report that comes out of a standard cash register. This report is a summary of the business for a preset date range period you select. You may select the period of choice - daily, weekly, monthly, quarterly, and annual – any date range.
The Biztracker Remote Synchronizer Option allows you to take a Laptop or other POS Computer to a remote site. Do Sales, Purchase Orders, Inventory and Customer maintenance and many other features found in Biztracker Retailer. You may then bring the Laptop or POS Computer back to your store or office and synchronize the remote data into your Biztracker Retailer POS Software.

The Biztracker Remote Synchronizer is quick and easy to use. Once the laptop has been Synchronized you just use it like your normal Biztracker POS workstation. Even Credit Card Processing can be done with blazing speed using a Wireless PC Card in your Remote Terminal or Laptop.

Great For:
- Route Sales
- Sidewalk Sales
- Trade Show Sales
- Purchasing at Conventions
- Updating Data at Home
- Doing Sales where there is no power connection with a Laptop
The Biztracker Shopping Cart Interface Option allows you to receive orders from your web-shopping cart into your Biztracker POS for processing and fulfillment by clicking just one button. Your web-shopping cart will send all your web orders to your FTP site where Biztracker is located. Then all you will need to do is click on the INET ORDER button and the complete order will be automatically enter into Biztracker, just as if you had typed all the data yourself. The Biztracker Web Shopping Cart interface is quick and easy to use. If you are running multiple terminals, anyone on the network can click on the INET Button and enter the order into Biztracker. Additional customization can be done by your webmaster (person who has created your website) if you want to have real time inventory data show on your website. All of the ODBC data tables within Biztracker are available for data access.
Golf Scheduler for Tee Times. Allows Multiple Course Scheduling. Schedules Pro Appointment Times and Invoices Customers. Automatically Updates Starter Screen with payment information. Can be customized for other scheduler applications: Snowmobile, Horseback Riding, and Rafting Trips. Interfaces with Biztracker Retailer allowing customer charges at multiple rates (Guest, Member, Etc.) Complete customer tracking, purchase history and Accounts Receivables built into software.
Biztracker helps merchants in the wine & spirits industry with many special features.

**Complete tracking of Units of Measures**, when you purchase a carton of Soda and break it apart into smaller Units such as Singles, Six-Pack, and Case the software will automatically force the clerk to select the correct unit being sold. The correct price will be assigned to that item and the correct units will be removed from inventory. Example: When scanning a can of soda it will force the clerk to select from the screen which type of packaging you are selling (single, six-pack or case) at the correct price for that Unit of Measure and then Biztracker will remove the correct quantity from inventory.

**Reports reflect the inventory in full cases** with remaining units. Example: the inventory report will show 12 case and 4 bottles in inventory with the correct value.

**Sales reports show the Unit of Measure sales** results with the correct margins for the item packaging you are selling. Example: The report shows the profit and sales on single can, six-pack and case sales.

**Mix and Match pricing.**

**Case Discounts for Wine and Liquor**—automatically computes preset discounts when a customer reaches case levels. Multiple Case Discounts can be set up in the software.

**Check Cashing Functions**—allows merchant to charge for check cashing at variable rates for different types of checks. The check-cashing feature shows the complete customer history of all checks cashed as well as matches the customer to their account via Bio-Metric Fingerprint ID. Additionally with an optional MICR check reader Biztracker will read the bank routing number and display it to the salesperson to compare to the face of the check to help eliminate counterfeit checks.
This is the screen where reports are chosen. There are report screens like this for CUSTOMERS, INVENTORY, VENDORS, ACCOUNTING, LABELS, BARCODES, MISCELLANEOUS.

The following pages list some examples of reports that may be created using Crystal reports:

**Management Information Reports**

- The Company’s management information reports provide the merchant with reports detailing every aspect of his business. In addition, custom reports may be generated using *Crystal Reports* software, which is an industry standard report writer.
Our software allows you to automatically download the information into *QuickBooks* or *Excel*. This will enable you to have your system up and running quicker.
The Biztracker© software has full barcode printing support built at no additional charge. Allowing you to print bar codes of several types on labels or tags. When you receive a purchase order you will be able to automatically generate the correct number of tags or labels for the product being received into inventory.

Setup of the barcode hardware is a snap with the BIZTRACKER© software. The printer and label/tag setup is just “CLICK & PLAY” like all of our hardware installations.
The MULTI-STORE program is an option which allows you the transfer of data from the main office to outlying stores, from outlying stores to the main office, and from store to store. The data transfer is sent using the Internet, dial up phone or WAN. By using an Internet function, we eliminate all long distant phone charges. The data can be set to transfer at a specific time of day by a continuous loop as frequently as every 30 minutes, or on demand. Almost all data within the Biztracker Retailer Software can be transferred. You may send new inventory and updated prices to the outlying store, new customers, and the current inventory of the other stores. The outlying stores may transfer new customer accounts receivables, current inventory, financial data or other important information of your choice.

The MULTI-STORE program can run at all times and will not interfere with the use of the POS software. This is accomplished because Biztracker© is written using Microsoft’s powerful 32bit programming languages.
Background
The Comedy Barn Theater, (www.comedybarn.com), located in Pigeon Forge, TN is the award winning comedy variety show in the Smokey Mountains. Their show features magicians, fire-eaters, jugglers, ventriloquist, clean family comedians, live country and gospel music as well as fun barn yard animals.

Challenge
The issues that needed to be addressed were their old POS Software was not Touch Screen enabled to provide the customer through-put they needed during peak rush times at the sales terminals. Their sales are at two locations within the theater, the concession stand and gift shop. The sales at both locations tend to be all within a short time period, before the show, during intermission, and directly after the show. Nor did their old software give them the sales and inventory activity data they needed to make sure their inventory was what their customers wanted to purchase.

Results
Biztracker Retailer Software has increased the volume of customers resulting in higher dollar volume sales in a shorter period of time. By not having customer walking away not wanting to wait in line at the POS Stations. Biztracker was able to provide management with the reports they needed to make sure adequate inventory was on hand, margins were maintained and correct decisions were made as what new trends were happening with inventory.

Solution
The hardware selection was 7 Posiflex Jiva All in One POS Terminals with Windows XP Pro Software, with intergraded Mag Strip Readers, Posiflex PD2500 Customer Displays, Posiflex High Speed Thermal Receipt Printers, and Posiflex CR4100 Cash Drawers.

The initial install began in the winter of 2005 during the off-season. The staff began building the database on all the inventory items, a time consuming feat with so many small gift items that did not have SKU or Barcode numbers. After the inventory database was complete the touch sales screens were designed, and staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive Touch Screen base selling screens used by Biztracker Retailer.

In addition the Gift Card system that is built into Biztracker is being implemented for both concession and gift shop.
Background

Florida Orange Groves & Winery (www.floridawine.com) is a family owned business that had its beginnings in shipping and packing fresh citrus in the early 1970's in St. Petersburg, Florida. Their location eventually grew to include retail sales of fresh squeezed juice and a gift shop.

In early 1997, after five years of preparation, the winery was opened. They were licensed as manufacturers, distributors, and retailers of fine wine and premium wine products. All of their premium specialty citrus wines are made 100% from pure Florida Citrus Juice. It can take upwards of nine pounds of citrus fruit to give enough juice for just one bottle of Orange Sunshine, Grapefruit, or Tangerine wine. Using a special process of fermentation, aging and bottling they produce true to the flavor wines without any artificial flavorings. Their fruit wines are not made from grapes or an inexpensively flavored grape wine base.

With the national recognition that they have received has come growth in sales and control issues within the business.

The solution that was being used was Samsung 6500 Terminals with scanners and a Back Office Software package for inventory control.

Challenge

“It was time to switch to a new hardware platform that would take us into the future and address our current challenges.” stated Ray Shook, owner of Florida Orange Groves & Winery. The issues that needed to be addressed were speeding up the ordering process, inventory control, and faster credit card processing. Many customers were walking away without purchasing items because the wait at the Point of Sale was long.

Solution

The hardware selection was Dell OptiPlex Ultra Small Forms Factor Computers for the POS Terminals with Windows XP Pro Software, a Dell PowerEdge Server using Windows 2003 Server Software, Touch Dynamics 15” Touch Screens with intergraded Mag Strip Readers, Citizen CBM 1000-II Thermal Printers, Metrologic Orbit Scanners, Posiflex Cash Drawers, SmartPower UPS Systems with power filtration, and an Eltron Zebra Bar Code Printer.

The initial install began in the summer of 2003 during the off-season. The staff began building the database on all the inventory items, a time consuming feat with so many small gift items that did not have SKU or Barcode numbers. After the inventory database was complete, staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive Touch Screen base selling screens used by Biztracker Retailer.

Results

Today Florida Orange Groves has been able to speed up their order processing at the POS Terminals. Reduce credit card processing time to an average of 3 seconds. Allowing more customers to be served in the same amount of time than with the old POS system that was replaced. Inventory control and re-ordering has been improved to have adequate stock on hand to meet the customer demands.

Biztracker Retailer Software has increased the volume of customers resulting in higher dollar volume sales. By not having customer walking away not wanting to wait in line at the POS Stations.
Great Explorations, The Children’s Museum Implements Biztracker Retailer to Gain Productivity and Reliability

Background
Great Explorations—The Children’s Museum (www.greatexplorations.org)
A GREAT PLACE TO HANG OUT—Given the trends and the growing need for welcoming, safe spaces of play and learning, the museum team considered the role that Great Explorations could play for the city. What if Great Explorations was devoted to helping people enjoy life—an antidote to the hectic, over-scheduled, over-entertained and over stimulated lives that many people live today. Today that environment exists in a new facility and with great exhibits that truly stimulate learning and enhance the quality of life of the citizens of the city. The POS solution that was being used was a DOS based system with scanners and a Back Office Software package for inventory control.

Challenge
The POS solution that the museum was using was very hard for the volunteers to learn and operate, causing many errors that lead to incorrect inventories and loss of income. The museum need to have a POS system that was intuitive to use, and easy to maintain sales and inventory data.

Solution
The hardware selection was Dell OptiPlex Ultra Small Forms Factor Computers for the POS Terminals with Windows XP Pro Software, Touch Dynamics 15” Touch Screens with intergraded Mag Strip Readers, Epson TM88-III Thermal Receipt Printers, Metrologic Voyager Scanners, Posiflex Cash Drawers, SmartPower UPS Systems with power filtration, and an Eltron Zebra Bar Code Printer. The initial install began in the spring of 2003 before the museum was about to move into their newly constructed facilities. The staff began building the database on all the inventory items, a time consuming feat with so many small gift items that did not have SKU or Barcode numbers. After the inventory database was complete, staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive Touch Screen base selling screens used by Biztracker Retailer.

Results
Biztracker Retailer has been able to solve the training issues with it easy to use intuitive touch screen based POS Software. Inventories are now controlled better allowing them to have on hand the best selling items and not running out. The overall results are increased sales and better controls.
Hong Kong Market
Increased Reliability & Productivity by Selecting Biztracker Retailer Point of Sale

Background Challenge
Being a new store they wanted a new hardware platform that would address their current challenges as well as take them into the future. The issues that needed to be addressed were speed at the checkout lanes, inventory control, and faster Credit Card / Debit / EBT processing.

Results
Allowing more customers to be served in the same amount of time than with other POS Systems the volume of customers resulting in higher dollar volume sales.

Solution
The hardware selection for the 8 POS lanes and the Back Office Computers was AOpen Mini-Tower Computers with Microsoft Windows XP Pro Software and a Microsoft Windows 2003 Server, the POS hardware is EloTouch LCD Touchscreen Monitors, AOpen 15" LCD Monitors for Customer Displays, Citizens CBM-1000II High Speed Thermal Printers, Metrologic MS7620 Laser Scanners, Posiflex CR4100 Cash Drawers, Verifone EverestPlus Credit/Debit Terminals and Eltron-Zebra Bar Code Printer.

Information Systems Services in Baton Rouge, LA did the initial install began in the spring of 2005. The staff began building the database on all the inventory items, a time consuming feat with so many small items that did not have SKU or Barcode numbers. After the inventory database was complete, staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive Touch Screen base selling screens used by Biztracker Retailer.
Background

Twelve years ago a few bright individuals got together and opened two new furniture stores in Orlando, Florida. Their plan was to create a totally new way to buy furniture. They simply would make furniture buying easier.

They were convinced they could sell great-looking furniture at affordable prices every day...if they sold enough of it. To do that, they created an exciting new way of displaying their furniture...in complete, easy to see, room settings. They worked for hours designing and coordinating each room, so their customers wouldn't have to. And, they stocked enough, so delivery came in days. It simply was Rooms To Go...and people liked the idea. So much so, Rooms To Go is now the largest furniture retailer in America.

In 2002 Rooms To Go expanded on this success and started opening Internationally. The needs of their International operations were considerably different than their domestic POS software needs, so Biztracker was chosen to handle the application.

Challenge

With the expansion to the international marketplace the needs of the business were different in the local markets. They had to address Loan & Finance Processing, Multi-Currency Transactions, Gift Cards, Inventory Control, as well as handling inventory their traditional way, selling furniture by the Room.

Solution

The initial store was built on Grand Cayman Island, BWI during 2002 and Biztracker Retailer was installed on the hardware provided by Rooms To Go. The staff began building their database including inventory kits (furniture by the room), currency conversion rates, and finance interest rates.

Biztracker provides the ability to do inhouse financing using the LOAN function as well as produce payment schedules, track customer payments and produce monthly statements. With the Multi-Currency function these payments can be made in the local or any acceptable currency.

Results

As more stores were built in other countries Biztracker SQL Multi-Store was added to control inventory, both at the local country level and internationally. Currently Biztracker provides controls and processes for Financing, Accounts Receivable, Multi-Currency Transactions, Reporting and Inventory. With the intuitive selling screens staff training has been reduced allowing increased transaction speeds.
Tennessee Valley Authority
Selected Biztracker Retailer Point of Sale Software to Manage Their Retail Stores in Seven State Area

Background
President Franklin Roosevelt needed innovative solutions if the New Deal was to lift the nation out of the depths of the Great Depression. And the TVA was one of his most innovative ideas. Roosevelt envisioned TVA as a totally different kind of agency. He asked Congress to create “a corporation clothed with the power of government but possessed of the flexibility and initiative of a private enterprise.” On May 18, 1933, Congress passed the TVA Act.

The TVA achieves excellence in public service for the good of the people of the Tennessee Valley by supporting sustainable economic development, supplying affordable, reliable power, and managing a thriving river system.

Challenge
To manage their Retail Stores that are spread over a seven state area from Knoxville, Tennessee. They needed to do centralized purchasing, inventory control and reporting. The software needed to be Microsoft Certified and approved to run over their wide area fiber optic network, the same network that controls the power grid for those seven states.

Solution
The initial install began in the winter of 1999. The staff began building the database on all the inventory items, a time consuming feat with so many books and maps that did not have SKU or Barcode numbers. Many item such as maps were hard to bring to the check out for scanning so they developed the use of Kwik Keys in the Biztracker POS Software. After the inventory database was complete, staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive selling screens used by Biztracker Retailer.

Results
The TVA is using Biztracker Retailer to manage all of their retail map and book stores in the seven state Tennessee Valley. They use Biztracker POS in each of the stores and manage the complete Retail Operation from their Head Quarters in Knoxville, TN using Biztracker SQL Multi-Store Software.
**Background**

**Barking Hound Village**
(www.barkinghoundvillage.com)

In existence since February 1999 they now have four convenient Atlanta locations and one in Austin, Texas. As an upscale daily dog care center that also offers grooming, lodging, training and special services for your pet. So welcome to their dogdom—The Barking Hound Village—for dogs and the people who love them. They’re making the world a happier place one dog at a time. It’s their philosophy.

**Challenge**

To manage their Retail Stores spread over the Atlanta, Georgia and Austin, Texas Metro Areas. Inventory stocking is a priority as many items are an impulse purchase they need to have full shelves at all times with current trendy merchandise. Management reporting on inventory was a must to enable them to sense trends, reorder quickly and in adequate quantities. The other challenge was cash management of their distanced stores at the headquarters.

**Solution**

After the selection of their POS Hardware the local dealer installed one POS and one back office machine to do training and load their data on. After completing loading their customer, inventory and vendor data, they were ready to train employees. Using the Pro-Invoice Touch Screens they were able to set up many non-inventory items as well as service items. The training went quickly because of the intuitiveness of the Biztracker POS Software.

**Results**

Biztracker Retailer being a true Microsoft Windows 32 bit software allowed a real return on their investment by being flexible to meet all their present and future needs. They are now able to shorten the waiting lines and allows their guests quicker check-in times. With quicker service speeds for their guests they have increase the revenues from their other areas of the business. Additionally they were able to manage cash in a more convenient way by lowering lower inventories and having quicker management reporting.
Chesapeake Bay Maritime Museum
Selects Biztracker for their Museum Store and Entrance Ticketing

Background
(www.cbmm.org)

The Chesapeake Bay Maritime Museum was founded in 1965 on Navy Point in St. Michaels, a Talbot County riverfront village on Maryland’s Eastern Shore. The Museum’s first exhibits were displayed in the Dodson House on what was then a two acre campus. Today’s eighteen acre waterfront campus includes Navy Point, which was once the site of a busy complex of seafood packing houses, docks, and workboats.

On permanent display at the campus is the nation’s most complete collection of Chesapeake Bay artifacts, visual arts, and indigenous watercraft. Interpretive exhibitions and public programs cover the range of Chesapeake Bay Maritime History and culture.

Solution

The staff of the Museum selected the POS Hardware and Eltron/Zebra Model 2844 Ticket Printers. After completing loading their inventory and other data, they were ready to train employees. Biztracker provided integration to their Blackbaud “The Raiser’s Edge” Software to import their customer data so Museum members can be given special prices on admission and in the Museum store. Using the Pro-Invoice Touch Screens they were able to set up their entrance ticketing screens different than the Museum store within Biztracker Retailer. The training of the Museum staff went quickly because of the intuitiveness of the Biztracker POS Software.

Results

Biztracker Retailer being a true Microsoft Windows 32 bit software allowed a real return on their investment by being flexible to meet all their present and future needs. They are now able to shorten the waiting lines of their customers and be able to provide management with information to make better informed decisions. The bottom line is happier customers and higher income.

Challenge

To have an easy to use POS front end that allowed the clerks quick, speedy transactions and management with reports and controls needed to meet the Museum’s growth. Two different applications needed to run simultaneously Ticketing and Retail.
Background

The Los Angeles Zoo (www.lazoo.org)

The Los Angeles Zoo is located in the heart of the nation’s second largest city. Each year 1.4 million visitors pass through the gates to view a collection of more than 1200 animals from around the world. The zoo has been a long time user of the Biztracker POS software and found it to meet or exceed their needs. The zoo sells a range of tickets at different prices for many different types of admissions. In addition they have to charge to the local schools on a pre-approved basis tickets and then collect the money later.

Challenge

To print entrance tickets for general admission on high quality pre-printed ticket stock with receipt information that shows the type of ticket, date of admission, and payment method. Because of the high volume of tickets sold reliability and speed were the main issues that they wanted addressed. The POS software had to be compatible to the Zoo’s Microsoft SQL software running on its main server.

Solution

After the selection of the Posiflex PST-Series of Retail Terminals and the Practical Automation thermal ticket printers the Zoo had one terminal delivered to Biztracker to format the special pre-printed ticket the zoo had selected. Upon completion of this process the software was installed on all the Posiflex PST Retail Terminals by the IT department at the Zoo. Training on the new software was easy and quick for the personal at the zoo because of the intuitive nature of the Biztracker POS Software.

Results

Biztracker Retailer being a true Microsoft Windows 32 bit software allowed a real return on their investment by being flexible to meet all the zoos present and future needs. The zoo is now able to shorten the waiting lines and allows its guests more time in the venue. With this quicker service they have increase the attendants and increased the amount or revenue from concessions.
Lavender Creek Trading Company
Installs Biztracker Infinity POS Software for Speed, Functionality and Reliability

Background
(www.lavendercreektading.com)
Reflecting the charm Provence, and the quality of “Made in Maine” products, Lavender Creek Trading Company provides an exceptional selection of products that will enhance your life and make your home more beautiful.
They offer the finest handcrafted European bath linens and accessories, housewares, handmade soaps, decorative accents, original jewelry designs, tableware, fine gourmet foods, furniture, children's items and more. Each product line is distinctive and of high quality. The bath and body lines are so luxurious and are designed to soothe, moisturized, soften, and make your body feel amazing!

Challenge
To have an easy to use POS front end that allowed the clerks to services the customers quickly while providing the highest level of personalized service. While providing management with actionable reports that will allow them to control inventory and see selling trends.

Solution
After they selection of their POS Hardware they installed the POS and one back office machine to do training and load their data on. After completing loading their inventory and vendor data, they were ready to train employees. Using the Biztracker Infinity Touch Screens they were able to set up many non-inventory items as well as service items. The training went quickly because of the intuitiveness of the Biztracker Infinity POS Software.

Results
Biztracker Infinity being a true Microsoft Windows SQL software allowed a real return on their investment by being flexible to meet all their present and future needs. They are now able to shorten the waiting lines of their customers and allows their guests quicker checkout times. With quicker service speeds for their customers they have increase the revenues from their other areas of the business, as well as giving more personalized customer service. The reports have been able to provide management with information to make better informed decisions on what items are selling, which are the most profitable, and what items need to be moved out on sales.
Background
National Mississippi River Museum & Aquarium (www.mississippirivermuseum.com)
Prepare to take an entertaining and informative journey on the Mighty Mississippi at the National Mississippi River Museum & Aquarium. Enjoy dynamic aquariums, historical exhibits and a stroll through the wetlands and boatyard. Each visit is truly interactive experience where visitors can get “up close and personal” with live critters, become barge pilots, and control locks and dams. Tour the steamboat William M. Black and watch as a boat is launched into the Mississippi River. The Museum was new construction and Biztracker Retailer was installed to handle the POS needs.

Challenge
The museum has three different business applications that needed to be address. First admission ticketing, second the retail gift shop and last the Depot Café as a quick serve food service application.

Solution
The hardware selections was Dell OptiPlex Small Forms Factor Computers for the POS Terminals with Windows XP Pro Software, ELO Touch Screens, Epson TM-88IIL Receipt Printers, Eltron/Zebra 2844 Printers for Admission Ticket Printing and a Dell Poweredge Server with Windows 2003 Server. Because of the different business applications the museum has, Biztracker was configured to have custom selling screens for each of the different areas. This allowed custom touch screens to appear on all terminals for the salespeople and that allowed faster transaction speeds.

Results
Biztracker Retailer has been able to solve the museums diverse business issues with its powerful & easy to use intuitive touch screen based POS Software.
Background

North Carolina Zoo (www.nczoo.org)

Located about 75 miles west of Raleigh in Asheboro, the North Carolina Zoological Park is nationally recognized as one of the nation’s finest zoos. It was the first American zoo designed from the inception around the “natural habitat philosophy” — presenting animals and plants in exhibits that closely resemble the habitats in which they would be found in the wild. The zoo has been a long time user of the Biztracker Retailer POS software and found it to meet or exceed their needs. But time and wear had taken its toll on the hardware that the zoo had been using. They found it time to upgrade to speed up the transaction processing times and handle more customers. Being a State agency they went out to bid on the hardware and IBM was awarded the contract to supply the new POS Terminals for the zoo.

Challenge

Migrate the Biztracker Retailer POS software to the new IBM POS SureOne® Terminals and limit installation and training time.

Solution

After the selection of the IBM SureOne® the Zoo had one terminal delivered to Biztracker to install and write documentation for set-up and use for version 6.0 Biztracker Retailer. Upon completion of this process the software was installed on all the IBM Terminals by the IT department at the Zoo. Training on the new software was easy and quick for the personnel at the zoo because of the intuitive nature of the Biztracker Retailer POS Software.

Now with the latest POS Software and Hardware installed the zoo is now back as the “King of the Jungle” of service to its customers.

Results

Being able to migrate the Biztracker Software to new hardware platforms has save much needed money and time for the zoo. Biztracker Retailer being a true Microsoft Windows 32 bit software allowed a real return on their investment by being flexible to meet all the zoos present and future needs.
Background
The Potawatomi Zoo
http://www.sbpark.org/zoo/zoo.htm
The Potawatomi Zoo was founded in 1902 making it Indiana's oldest zoo. The zoo is home to over 400 animals including several endangered species such as tigers, chimpanzee, snow leopard, and lemurs. They support activities from a zoo camp, school field trips to the Zoo Boo. With increased attendance increasing productivity from the staff was becoming a challenge.

Challenge
The issues that were being faced by the zoo staff was with increased traffic and limited funds they needed to increase productivity in their Red Barn Gift Stores. The POS Solution that the zoo was using was very hard for volunteers and part time employees to learn and use. The zoo needed to have a POS System that was intuitive to use, and easy to maintain. Additional information about sales and inventory data was needed to make management decisions. They offer everything from film, t-shirts, batteries, snacks, zooувengers that are recurring items to collectable, cuddly stuffed animals that are never purchased again. This created a problem for them to be able to keep correct inventory on hand of items that needed to be reordered from vendors.

Solution
After the selection of the Retail Terminals from CRS—Cash Register Sales & Service they consulted about the setup of the Biztracker Software. Upon completion of this process the software was installed on all Retail Terminals by CRS at the Zoo. Training on the new software was easy and quick for the personnel at the zoo because of the intuitive nature of the Biztracker POS Software.

Results
Quoting Sharon Smith “Biztracker Retailer is a user friendly program which has allowed us to streamline our gift store operation, by being flexible to meet all the zoos present and future needs. The zoo is now able to shorten the waiting lines and allows its guests more time in the venue. With this quicker service we have increased the amount of revenue from concessions. Plus we now get the management information we need to gain the efficiency we were looking for.”