

Biztracker

point-of-sale e-commerce software

National Mississippi River Museum Installs Biztracker Retailer for its Versatility and Functionality



PHOTO COURTESY OF THE TELEGRAPH HERALD

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 boat-yard. 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.



to be address. First admission ticketing, second the retail gift shop and last the Depot Café as a quick serve food service application.

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

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-88III 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

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.



Biztracker

point-of-sale e-commerce software

Florida Orange Groves & Winery Gain Reliability & Productivity by selecting Biztracker Retailer Point of Sale Software



Background

Florida Orange Groves & Winery (www.floridawine.com) is a family owned business that had it's 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 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 address 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

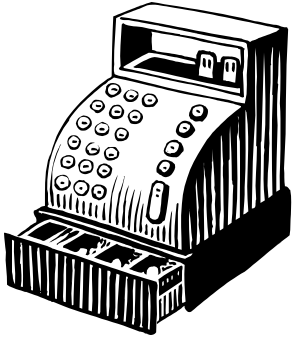
The hardware selection was Dell OptiPlex Ultra Small Forms Factor Computers for the POS Terminals with Windows XP Pro Software, a Dell PowerEdge Server using Windows 2003 Server Software, Touch Dynamics 15" Touch Screens with intergraded Mag Strip Readers, Citizen CBM 1000-II Thermal Printers, Metrologic 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.



Biztracker

point-of-sale e-commerce software

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.



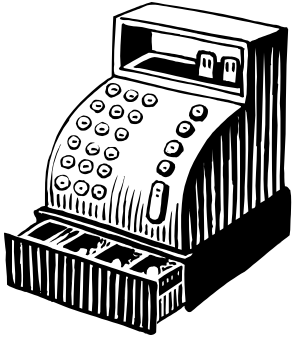
Solution

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.





Biztracker

point-of-sale e-commerce software

Mazzaro's Italian Market Increased Reliability & Productivity by Selecting Biztracker Retailer Point of Sale Software



Background

Mazzaro's Italian Market (www.mazzarosmarket.com) If you have a love and a passion for all things Italian, if you have ever been to Italy and loved it, if you are Italian or wished you were, then this is the store for you.

Family owned and family operated for generations, this is not just wonderful food, but the air is scented by fresh baked bread, rich coffee and redolent spices. The sounds of laughter, conversation and wonder echo through out the space. Every corner and many walls are



filled with charming collectibles from trips and heirlooms. This is for all the senses, for all the family—a place where they will welcome you.

The solution that was being used was Samsung 650 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 Curt Marzzaro, owner of Mazzaro's Italian Market. The issues that needed to be address were speeding up the ordering process, inventory control, and faster credit card processing.



Solution

The hardware selection was Posiflex Jiva 5815 POS Terminals with Windows XP Pro Software, with intergraded Mag Strip Readers, Posiflex PD2500 Customer Displays, Epson TM-88111 Thermal Printers, Metrologic Orbit Scanners, Posiflex CR4100 Cash Drawers, and a Eltron Zebra Bar Code Printer.

The initial install began in the winter of 2003. 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.



Results

Today Mazzaro's Italian Market has been able to speed up their order processing at the POS Terminals. 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.



Biztracker

point-of-sale e-commerce software

ROOMS TO GO

Selected Biztracker Retailer Point of Sale Software to Manage Their International Retail Stores



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

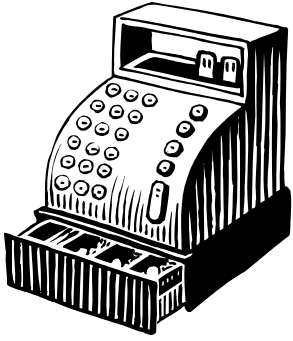
The initial store was built on Grand Cayman Island, BWI during 2002 and Biztracker Retailer was installed on the hardware provided by Rooms To Go. The staff began building their database including inventory kits (furniture by the room), currency conversion rates, and finance interest rates.

Biztracker provides the ability to do in house 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.



Biztracker

point-of-sale e-commerce software

***Smugglers Cove Adventure Golf
Selected Biztracker Retailer Point of Sale Software to
Manage Their Multi-Site Operation***



Background

Smugglers Cove Adventure Golf owns five sites located in Florida with its Main Headquarters & Accounting offices located in Indiana. They have been the most successful miniature golf venues on the west coast of Florida with their elaborate courses that include rushing waters, mysterious caves, mountainous terrain and real live alligators. In addition to the golf they offer a concession stand featuring drinks and ice cream.



Challenge

Smugglers Cove Adventures Golf has been faced with many issues controlling their cash management and employee security. They have many non-inventory items (golf rounds) that are sold and have no way of tracking them as a physical inventory item.

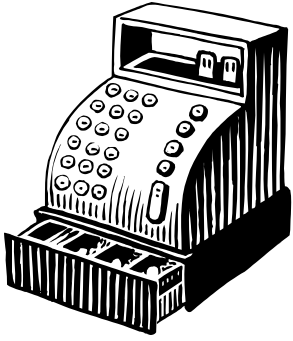


Solution

The initial install began in the summer of 2003 during their off season. The staff began building the database on all the inventory items, a time consuming task as many items did not have SKU or Barcode numbers and are non-inventory items. Smugglers Cove developed a fast & easy to use set of Touch Screens that allowed speedy customer transactions. After the inventory database & Touch Screens were complete, staff training was done. The staff was trained in a short period of time because of the easy to understand & intuitive Touch selling screens used by Biztracker Retailer. Additional integration was done of their video security camera systems with Biztracker, allowing management to record and view all sales activity with a receipt overlay 24 hours/7days a week.

Results

Today Smugglers Cove is enjoying a much improved cash management and inventory control. Now with 2 to 3 second credit card transaction speed they can move more customers through the course than ever before. The accounting office receives all the reports via Biztracker's SQL Multi-Store software in a timely and consistent fashion. In addition the managing partner can receive financial reports and recorded video of each transaction on his laptop computer anywhere he is via the internet.



Biztracker

point-of-sale e-commerce software

***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.

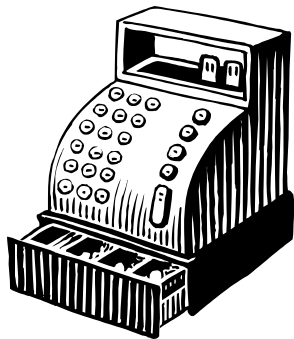
Solution

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.



Biztracker

point-of-sale e-commerce software

Barking Hound Village Installs Biztracker Retailer POS Software for Functionality and Reliability



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.

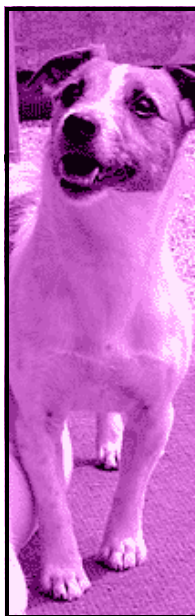
Challenge

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 merchandize. 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

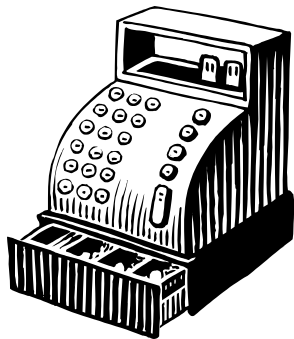
After the selection of their POS Hardware the local dealer installed one POS and one back office machine to do training and load their data on. After completing loading their customer, inventory and vendor data, they were ready to train employees. Using the Pro-Invoice Touch Screens they were able to 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.





Biztracker

point-of-sale e-commerce software

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 man-

agement with information to make better informed decisions. The bottom line is happier customers and higher income.

Challenge

To have a 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.





Biztracker

point-of-sale e-commerce software

Los Angeles Zoo & Zoological Gardens Installs Biztracker for Entrance Ticketing



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 it's main server.

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 it's 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.



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.



Biztracker

point-of-sale e-commerce software

North Carolina Zoological Park Upgrades to Latest Version of Biztracker Retailer



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 it tool 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 personal 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 it 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.