



Remote Eyes® POS Plus™: The Top Shelf Point of Sale Solution

Background

When Mario Dudzik decided to switch business gears, he was serious about making a change. His successful construction business had served him well, but it was time to consider a new endeavor. Dudzik determined that a significant opportunity was to be had in the business of libations sales – but with a difference.

He purchased a liquor store in Berlin, Connecticut, Top Shelf Liquor, but was concerned about the “old-fashioned” operational methods in place that relied on paper and manually run cash registers with no uniform control over purchases or inventory. He had the idea of taking service and sales to new levels of success by implementing a system that would enable him to run the business in the same manner as a larger retail outfit, but without the same costs.

It is a challenge that many small retail operations face – how to truly serve customers, keep operations running at top notch and profitability high, with operational tools that deliver results within constrained budgets. It’s no longer enough, Dudzik knew, to operate a small store like it is a “Mom and Pop” shop. Customers expect more, and his business – if it were to become as successful as he envisioned – needed more.

So the search began for a point of sale (POS) system that could give him what he was looking for: full inventory control, “one-to-one” selling modules, proven security and more. And Dudzik wanted to get started immediately.

The Answer: Remote Eyes POS Plus

After a search of the top companies that offered POS solutions, Dudzik quickly determined that Remote Eyes POS Plus had exactly what he was looking for. Quite simply, the system outperformed anything else he had seen and was fully in line with his budget expectations. There was no comparison. As Dudzik explains, “This is by far the best program I’ve seen in the market for the price.”

With POS Plus, Dudzik was up and running in a matter of weeks, and has already seen significantly improved operations, particularly with regards to inventory. “Going to one complete inventory system has really helped my business,” according to Dudzik.

Why POS Plus?

POS Plus delivers a full-service financial, operational, and security system in one easy to use program. Built from the ground up with a simple touch screen interface that mirrors a cash register, the POS Plus solution gives Top Shelf the ability to easily manage inventory and create comprehensive financial reports, while tying together the video-based surveillance system and POS server in one simple platform.

From an operational standpoint, Dudzik can now easily monitor inventory to help ensure quality and deter unnecessary orders. With a quick scan, he can enter any new shipments as they arrive, taking the old paper-based system that Top Shelf previously utilized to a super-efficient computerized log. “We are far more productive now,” says Dudzik. “We don’t have to try to figure out the prices, for example, because the system knows the information automatically. And now that it’s set up, I can just add on to it as I go. In addition, everything is wireless so I can update whenever I want, including from my laptop.”

From a physical security standpoint, a single cashier can conduct all functions discreetly from one workstation – providing team members with a heightened state of protection in the workplace. In addition, management team members can view past transactions with a click of a button, tying together both video and financial records in one easy to view screen -- improving financial security. .

As explained by Roger Spurr, head of Business Machine Sales and Service – the POS Plus integrator serving Top Shelf – “What you have is a surveillance system that logs into the POS software and automatically attaches transactions to a video clip. What’s nice about this is that you can go back and look at the recording of the journal, click on the video of the event (a refund for example), and pull it up to see what occurred during the transaction” – a must for activities that may potentially be linked to theft or fraud.

Finally, POS Plus’ seamless integration makes reporting simple and fast, and no longer dependent on outdated printing methods. In addition, the full service solution enables users to easily provide such services as gift cards, loyal customer discounts, and other one-to-one marketing offerings.

A Deal for Integrators, Too

POS Plus also offers a significant revenue stream for system integrators like Spurr. “This is a fully IP-enabled, powerful system that is extremely easy to install and maintain,” he explains. “In addition, my clients get significant cost savings because they can purchase one complete system that is fully integrated with the POS and security features, without the need for additional hardware or software. It’s been a great selling point for my business.”

Highly Recommended and Supported

Although the system has only been in place a short while, Dudzik says he has already recommended POS Plus to several other retail store owners. “The POS Plus system simply has more features and functions than any others on the market, especially for the cost.”

In addition, he has been extremely pleased with customer support for the product, a point Spurr credits in large part to the simplicity and trouble-free maintenance features of the system.

Top Shelf – Top Results

At the end of the day, Dudzik doesn’t regret his decision to move into a new business. In fact, he is certain that with POS Plus, he’ll be able to turn his new endeavor into one of his most successful. “This is good,” he says. “With POS Plus, everything is new, up and running, and thorough right from the beginning.”

A small shop -- with big plans.

For more information about POS Plus from Remote Eyes, visit www.remoteeyes.com or call 888-291-6379.

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