

HP delivers at the point-of-sale

HP Point of Sale System speeds up checkout at Magruder's supermarkets, integrates seamlessly with back-office inventory data



Magruder's Supermarkets

"HP's rp5000 Point of Sale System delivers innovation and dependability – essential qualities in helping us meet our demanding point-of-sale needs."
– Glenn Gibson, CIO, Magruder's

HP customer case study: Supermarket chain uses HP rp5000 Point of Sale System

Industry: Retail

Objective:

Magruder's supermarkets needed point-of-sale technology that linked up with inventory, customer and back-office administrative software, while processing transactions faster and more efficiently.

Approach:

Magruder's turned to the HP rp5000 Point of Sale System.

IT improvements:

- Flexible, future-proof technology platform
- Increased efficiency between storefront and back office

Business benefits:

- Access to key business and customer information captured at point-of-sale
- Enterprise-scale technology at a midsize business price
- Higher customer satisfaction, thanks to faster checkout lanes
- More efficient use of employee time
- Greater visibility and control of operations
- Retail-hardened design helps extend durability and product lifespan

Magruder's, a family-owned supermarket chain serving the metropolitan Washington, D.C. area, enjoys the little things that set them apart from the big box chains – better customer service, niche product selection and a comfortable small-market feel. But company executives also recognize the need to keep up at the point-of-sale, where the major chains typically outpace smaller competitors with faster checkouts and better storefront technology.

In the past, deploying high-speed, enterprise-scale POS technology was too expensive for small and midsize retailers like Magruder's. Today, the HP rp5000 Point of Sale System makes it affordable, leveling the playing field.

"It's more than just the speed of the transaction – it's the way the point-of-sale system connects with the back-office to update inventory and accounting data in real-time," says Glenn Gibson, CIO of Magruder's supermarkets in Washington, D.C. "You do better business across the board with top-tier technology in place at checkout. Being able to add this level of technology at a competitive price gives us much more flexibility in terms of adapting to the marketplace."

HP and Torex Retail deliver

Magruder's turned to HP technology partner Torex Retail Americas for a solution to update its equipment and speed up transactions. Torex's In Store Information System (ISIS) solution, driven by HP technology, proved the ideal fit.

Customer at a glance

About Magruder's

Magruder's is Washington D.C.'s only locally-owned supermarket chain, having served customers in the District, northern Virginia and suburban Maryland for over 130 years. With eight locations in the Washington metropolitan area, Magruder's continues to expand while providing the high-quality imported and domestic goods that made the store famous.

For more information, visit www.magruders.com.

Contact the HP Customer Reference Program, 281-514-5755, for more information.

HP recommends Windows Vista® Business

A popular solution with supermarket chains nationwide, ISIS is designed with Microsoft® .NET, Microsoft SQL and Windows XP technologies for ease of use and high performance. It is powered by HP hardware, including the rp5000 POS system and HP ProLiant ML150 server, and includes point-of-sale, back office and multi-store software and peripherals.

According to Torex Retail Americas sales director Don Gusse, the ISIS solution is highly attractive to retailers because of its low relative cost, high POS functionality and an ideal price/performance ratio.

"Running on HP hardware, the ISIS software builds a data bridge between the storefront and the back office, allowing greater visibility and control of store operations," says Gusse. "Using ISIS, supermarkets operate more efficiently."

Performance and flexibility

With customers expecting fast checkout service, Magruder's managers recognized the need for a point-of-sale system with the technology to process item data and transactions quickly and responsively, without slow-downs.

"Our previous system was eight or nine years old, and it showed," says Gibson. "The maintenance costs were going up all the time, as was activity at the point of sale. Data visibility wasn't where we wanted it to be. We weren't able to respond to the marketplace the way we needed."

The rp5000 also enables Magruder's to capture important business and customer information at the point-of-sale. This information helps Magruder's managers better understand their customers' buying needs.

"We can anticipate what the shoppers want, and manage our inventory accordingly," Gibson says.

Equipped with a powerful Intel® Core 2 Duo processor, the HP rp5000 meets the heavier transactional demands of today's supermarkets with open

architecture for compatibility with both new and legacy POS software. The rp5000 also delivers flexible hardware performance and connectivity features, such as optional dual-monitor capability, dual SATA hard drives for robust data and applications storage and up to 10 USB ports for ample connections to peripherals and servers.

"It doesn't really matter how busy the store is – if customers don't get through the checkout process as quickly as they think they should, they're more likely to shop somewhere else," says Gibson. "Having the right technology that keeps up with higher volume and faster transactions is essential to retaining your customers."

Technology is stable, future-proof

Gibson points out that Magruder's evaluated new POS systems with an eye for reliability, scalability and growth potential over a five-year period. The HP rp5000 fit very well with that strategy, he says.

"Looking at the Torex solution, we saw the kind of software and hardware that, in fact, helped us reduce support costs, improve access to data and provide top-end availability for several years at least," says Gibson. "Performance and reliability were in place, and with the HP rp5000 we recognized that this was durable, high-performance hardware that would deliver."

Gibson notes that the HP hardware's open architecture enables handling of multiple software applications and peripheral devices seamlessly.

"Whether it's an operations application, a security application or a connectivity upgrade, we don't require much in the way of IT intervention," he notes. "Any changes or upgrades we need to make go smoothly. Everything meshes well with the open-PC architecture that we rely on for getting the most out of our IT investments."

To learn more, visit www.hp.com

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