

HP POS system helps Mayors improve customer service, gain selling time



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Mayors

**Mayors**

a division of  
Birks & Mayors Inc.





With 28 stores throughout Georgia and Florida, Mayors is a great place to shop for high-end jewelry, timepieces and fine gifts. Not long ago, however, the shopping experience for customers – and the selling experience for Mayors’ sales professionals – was a cut below what management wanted it to be.

The culprit was a 12-year-old point-of-sale (POS) system that slowed credit authorizations, centralized customer lookups, gift certificate verifications and return verifications. The results included inconvenienced customers and salespeople burdened by too many nonsales activities.

While any new POS system likely would have helped speed up transactions, Mayors wanted more: a system that would give them a competitive advantage. They chose the Datavantage Store21<sup>®</sup> Specialty POS software running on an HP Point of Sale System rp5000.

#### **A better product for retailers**

Among the priorities for the new system were ease of use by salespeople, an easy-to-manage centralized customer database for lookup and validation, and the use of broadband connectivity. Maintaining access to proprietary applications that supported nonsales functions was also required.

Datavantage Store21, a fully integrated store management system from Datavantage Corporation, met Mayors’ software requirements. “If you can read, you can use the system,” says Jack Meehan, IT project manager. “It’s that simple. Everything salespeople have to do with the system is prompted on screen. You don’t even need a mouse.”

In its POS hardware search, Mayors turned to some familiar names in POS circles – and to the company it relies on for personal computers and servers – HP.

“HP clearly has worked with retailers to create a better POS product, with a better power supply, better cooling and more USB and COM ports,” says Milt Thacker, CIO. “The HP rp5000 is sturdily built and physically robust, and allows for easy expansion. We can choose the peripherals we want and know that the machine will support them without modification. The fact that the rp5000 has a three-year limited warranty convinces me that HP has a strong belief in the product.”

Another selling point was the product’s announced five-year life span. “We know that six months from now we aren’t going to be faced with a new version of the rp5000 with a different set of drivers. That means we can continue to stage and install the system without going through any retesting of the product,” Thacker explains.

Lower ownership costs are another benefit, gained in part from the long product life cycle. “Also, because of the HP three-year limited warranty, we’re not paying maintenance or service fees for some time to come,” says Meehan. Cost savings also come from the use of a standard HP flat panel monitor with the rp5000, he adds. “Some proprietary POS systems require the use of a proprietary monitor with special mounting hardware specific to the cash register. That can be costly.”

That lower total cost of ownership is complemented by a lease from HP Financial Services that leaves more cash available to the company.

“Reliability has been very, very good for both the HP hardware and Store21,” Meehan judges. He also praises the overall system’s flexibility. “I’m not smart enough to know where the company is headed five years from now. The value of the HP system is that we’re not boxed in. The open system lets us run an

off-the-shelf operating system, and we can easily add system memory or storage.”

Last, Meehan also likes the flexibility afforded by the HP rp5000 form factor. “The compactness of the rp5000 makes it easy to install in various configurations. It can sit on top of the cash drawer or fit horizontally on a shelf. We can even stand it on its side.”

#### **Reliable combination**

The reliable duo of Datavantage Store21 and the HP POS System rp5000 has produced exactly what Mayors expected.

“The combination of hardware and software has made it easier for salespeople to ring transactions, and that’s improved selling time in the stores,” Thacker says. With broadband access to the company intranet and e-mail, salespeople also are better equipped to quickly answer customers’ questions. External credit authorizations are also much faster than with the old system, he says. Store21 also can handle Mayors’ private-label credit cards.

Amending transactions is also easier because the system doesn’t print a receipt until the transaction is complete. “Previously, we didn’t have that flexibility. We are a very high-end jeweler, and we didn’t want customers to see a receipt with lots of cancels and voids,” Meehan explains. Access to existing, proprietary nonsales applications has been preserved, while back-office functions give managers access to forms, tools for employee scheduling, shipping and receiving information, inventory and more.

#### **System headed to Birks**

“With Datavantage Store21 and the HP rp5000, I think we succeeded in turning our POS into a competitive advantage for Mayors,” Meehan says. Now that same advantage is headed to the Canadian jewelry

chain Birks, which merged with Mayors in 2005 to form Birks & Mayors. Datavantage, which recently became an authorized HP reseller, will handle the entire installation for Birks.

Meehan believes Birks people will like their new POS system. “I expect that store personnel will be much happier with the functionality of Store21. They will find they have more time to spend working with their customers.”

He believes the HP Point of Sale System rp5000 will be a good fit for Birks. “Because of its variety of ports, the HP rp5000 can support the different peripherals required in Canada, including a PIN pad that will support Canadian debit functions. Multilingual capabilities and its ability to support multiple tax regimes will also make international expansion much easier. Overall, I think the five-year lifecycle, open architecture and three-year limited warranty make the HP rp5000 a safe investment.”



## At a glance

- **Company:** Mayors, a division of Birks & Mayors Inc.
- **Founded:** 1910
- **Employees:** 1,350
- **Headquarters:** Tamarac, Florida
- **URL:** [www.birksandmayors.com](http://www.birksandmayors.com)
- **Primary business:** Premier retailer of fine jewelry, timepieces and gifts in the southeastern United States

## Partner at a glance

- **Company:** Datavantage Corporation
- **Founded:** 1988
- **Employees:** 350
- **Headquarters:** Cleveland, Ohio
- **URL:** [www.datavantagecorp.com](http://www.datavantagecorp.com)
- **Primary business:** retail technology company that helps retail chains, worldwide, gain competitive advantage with complete field management retail solutions

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

## Challenge

- Speed up store transactions for the customer while providing sales staff with more selling time
- Improve back-office functions

## Solution

- HP Point of Sale System rp5000
- HP Flat Panel Monitors
- Datavantage Store21 Specialty Retail POS

## Results

- Faster customer transactions, enabling improved customer satisfaction
- Simpler and more flexible cash register activities, leaving salespeople more time to sell
- Improved store management thanks to better access for managers to forms, tools for employee scheduling, shipping and receiving information, inventory

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