

POS Winner

● This VAR used a microwave network as part of its \$200,000 hospitality POS (point of sale) install for the University of Dayton's basketball arena.

by Mike Monocello

What drives innovation? While some technological innovation is born as the result of scientific research or even dumb luck, there's a type of innovation that is created as a result of necessity. Such is the case with Future POS Ohio, Inc.'s installation at the University of Dayton basketball arena. When faced with network connectivity challenges, the VAR sought a unique solution and earned a \$200,000 payday as a result.

Prior to Future POS' installation, the University of Dayton basketball arena was using an antiquated POS system to sell food and beverages at its 14 concession areas. The existing terminals had a one-line LCD display which made it impossible for employees to see an entire order at one glance and made it cumbersome for employees to remove and replace items being ordered. Additionally, the existing POS system lacked the ability to process credit cards as a form of payment.

For its solution, Future POS recommended 66 Posiflex 6315 all-in-one touch terminals with integrated mag-stripe and fingerprint readers. "We chose Posiflex due to our positive history of using its terminals," says Steve Pritchard, president of Future POS Ohio, Inc., who believes the choice has paid off. "Looking at the terminals, mag-stripe, and fingerprint readers as separate line items, out of 198 different terminal components used in this deployment, we've only had problems with one mag-stripe reader in seven months of use." In addition, Citizen CT-S300 thermal receipt printers were used. Pritchard explains that Future POS chose Citizen due in part to its three-year warranty. For software, Future POS used its own POS software package. The total cost of the entire solution was just over \$200,000.

According to Pritchard, one of the key differentiators between Future POS and its competition for the project was the ability of its software to be customized to fit the specific needs of the arena. Of course, there were other areas that set Future POS apart. "The software we recommended utilizes a graphic-heavy interface, which makes it easy for the

volunteer concession workers to use," explains Pritchard. "For example, it's easier for them to find a picture of a hot dog rather than work through text menus." Additionally, Future POS' solution provided increased security in the form of a biometric thumbprint reader. This gives concession stand managers the ability to perform voids and price adjustments securely.



STEVE PRITCHARD,
PRESIDENT

Future POS Ohio, Inc.

HEADQUARTERS: AKRON, OH

FOUNDED: 1966

VENDORS: BIXOLON, CITIZEN,
DELL, ELO TOUCHSYSTEMS,
M-S CASH DRAWER,
METROPOLITAN SALES, POSIFLEX,
TOUCH DYNAMIC

WEB SITE:

WWW.FUTUREPOS.COM

E-MAIL: STEVE_PRITCHARD@
FUTUREPOS.COM

access the microwave transmitter at the arena and connect to the off-site server a mile away.

After a full basketball season of use, the University of Dayton was pleased to find that the average transaction per customer rose from \$5.50 to \$7.50. Pritchard credits the new system's ability to process customers more quickly as well as the 'spend more when using a credit card' effect that card processing offers.

Looking forward, Pritchard feels this installation is only the beginning of Future POS' work with universities. "While this wasn't an opportunity we would have initially pursued, it opened my eyes to the fact that the university was, in essence, a restaurant with a lot more terminals and a smaller database," he explains. "Once we were involved, it didn't seem to be outside our realm of expertise at all, just a larger installation." Pritchard concludes by saying that Future POS now plans on having a trade show booth at the National Association of Collegiate Concessionaires. ●



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