

System SOLUTIONS

Retail Beverage

System Benefits

- Cost Effective
- Price Accuracy
- Fast Checkout
- Customer Satisfaction
- Reduces Shrink
- Easy to Implement



Samsung ER-650 Provides Practical Scanning Solution

Now you can enjoy all of the front-of-store benefits of a scanning system with a low-cost Samsung ER-650 Electronic Cash Register (ECR). If you haven't moved to scanning because of the cost and challenges of installing a PC base point of sale system— look again. You'll see why many in the retail beverage industry are installing cost-effective Samsung solutions.

ECR Systems Are Easy to Implement

Consider Laber's Liquors in St. Paul, Minnesota. Arthur Stein, President of Laber's installed two

Samsung ER-650 ECRs with Metrologic 9720 scanners in May 2001. In addition to the registers, Samsung ECR dealers offer a basic PC communications software package — SAM650 for Windows — that complements the Samsung ER-650 register. SAM650 manages PLU programming, report polling and generates basic reports. Stein installed SAM650 on his existing on-site PC and for a nominal fee; he purchased a database of liquor SKUs and descriptors. Using the database simplified the initial programming. Once prices and product changes were entered, the store was ready to scan.

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“Net percentage of profit is up.”

“Margins by department are closer to expected parameters.”

—Arthur Stein,
President, Laber's Liquor



Pricing errors are eliminated with the Samsung ER-650 scanning system.

Measuring the Benefits

According to Arthur Stein, the benefits of pricing alone are huge. “Net percentage of profit is up” and “margins by department are closer to expected parameters.” Before scanning, cashiers had to spend weeks in the store before they were familiar enough with pricing to run the registers. With scanning “training is quick” and “pricing errors are eliminated.”

ECRs vs. PC-POS— Choosing a Platform

While a PC may become an integral part of an ECR based system, the differences with PC-POS are substantial. First, the front end is not dependent upon a PC network to operate. The registers run standalone, with imbedded operating systems and pro-

grams. Each register contains the PLU file and prices, in the case of Laber's Liquor, 3,358 items. If power is interrupted, the register resumes immediately when power is restored. No transaction information is lost, and a sale in progress can be continued without lost data or waiting for the system to reboot. In an ECR based system, the PC is used only to poll reports and download programs to the register.

Second, PC-POS requires a PC network, such as Windows NT. ECR systems can be polled by an independent standalone PC. There is a substantial difference in the type of staff and skills that are required to support a PC network – while most small business people are comfortable and competent with standalone PCs.

UPC Scanning Benefits

Originally envisioned as a solution only for the grocery industry, scanning benefits are now enjoyed by over a million users in a variety of retail environments. Twenty-five years ago scanning was available only as part of a total system, with per-store investments in the range of \$100,000. Investment returns were studied closely, so today we have significant data that supports the savings from UPC scanning. We've learned that a large portion of the cost justification comes from savings that take place at the front of the store:

- **Accurate, consistent pricing results in better customer service and improved margins.**
- **Check out time is reduced— increasing customer satisfaction and loyalty.**
- **Labor cost to mark and change item prices is eliminated.**
- **Item movement reports identify successful promotions, slow moving items and help increase turns.**

Inventory Management Controls Shrink

For inventory control, Stein individually monitors twelve high profile— high movement items. Daily shelf counts are reconciled with sales reports and provide hard data. Asked about the results, Stein responds: Impact on inventory shrink? “Yes.” Identified and stopped employee theft? “Yes.”

While Stein's system works well in his locally managed store, others may wish to implement more comprehensive back room solutions. For those wanting to go a step further with an ECR based solution, SAM650 can export ACSII formatted report data to other applications, such as Microsoft Excel.

There are limits to the capability of ECR based systems. However, if you're not yet ready

for PC-POS, the Samsung ER-650 is easy to implement and cost-effective, capable of providing substantial savings with UPC scanning.

SAM650 for Windows Features

- Poll On-Site or Remotely Located Samsung ER-650 or ER-655 ECRs
- Poll Manually or Unattended at A Predetermined Time
- Poll Multiple Stores or Registers
- Upload/Download All Program Information
- Access All Store Registers Through One Register of the IRC System
- Data Stored in Standard ASCII Format
- Consolidate Reports From Multiple Stores
- Create and Print Color Keyboard Legend Sheets
- Stock Cost Reporting



SAM650 manages PLU programming, report polling and generates basic reports.



SAMSUNG



Samsung ER-650 Features

- Adjustable Multi-line Backlit Operator Screen
- Fast Quiet and Dependable Thermal Printer
- Flat Keyboard with 98 Programmable Keys
- Standard Inter-Register Communications for Store-Wide Report Consolidation and Programming
- 2 Standard RS-232C Ports for Scanners, Scales, PC Connection
- 10,000+ PLUs for Large UPC Files
- Choose Fast Reliable Thermal Printer (ER-650) Or Dot Matrix Printer (ER-655)

Keyboard Functions

- 5 Programmable Functions For Discounts, Surcharges, Or Coupons
- Sorts Food Stamp Eligible Items And Accepts Food Stamp Payments
- Check, Cash, and up to 8 Charge Functions

Scanning System Features

- Age verification helps control the sale of restricted items by forcing the operator to enter a birth date before a controlled item can be registered.
- Scans price and weight embedded bar codes.
- Macro function keys are available to execute preprogrammed sequences - speeding and simplifying programs.
- Link common items, such as cigarettes, to the same PLU for quick price change programming.

Plus

- Electronic journal stores detailed sales journal in memory for printing at the end of the day.
- Secure sign-on for up to 99 clerks.
- Built-in electronic time clock for employee time keeping functions.

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