



## Implementation of the First Data® POS Value Exchange<sup>SM</sup> Solution Proves to be Purrfect Fit for Pawrrific Pets®



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**New point-of-sale solution for Small Retailers replaces cash registers and outdated dial-up connections, enabling small retailers such as Pawrrific Pets® to easily adopt a fully-integrated, IP-based point-of-sale and payment processing solution.**

### **Background:**

Palm Coast, Florida-based Pawrrific Pets was opened in 2002 by owners Robert Degrigoli and Richard Blackford. It has since grown from a 2,500 square foot to a 6,000 square foot facility offering a myriad of pet supplies and a full service grooming salon.

The business and its 12 employees were managing day-to-day operations using an older point-of-sale (POS) system that provided little support for tracking inventory and identifying customer buying behaviors. Inventory management was cumbersome and unreliable, which affected both planning and buying strategies. In addition, there was no clear way to show how much savings a customer was receiving at the time of checkout or conduct real-time monitoring of the store's most popular items.

Pawrrific Pets needed a POS system that was adaptable to their current needs in a retail environment.

### **Solution:**

In early 2007, Robert Degrigoli began using the First Data® POS Value Exchange<sup>SM</sup> solution through a referral program offered by the company and its product partners, HP® and Microsoft®. Leveraging each of the companies' core competencies, HP provides the retail-specific POS hardware that incorporates Microsoft Dynamics™ Point of Sale business management software and First Data's payment processing power.

The First Data POS Value Exchange solution replaces a cash register and traditional point-of-sale terminal with a computer-based system that delivers a complete store management solution with greater information security, speed of transactions and more flexible payment options for customers. Pawrrific Pets installed five systems throughout the year – four serving its retail checkout lane and one in its full service grooming salon.

### **The First Data® POS Value Exchange<sup>SM</sup> solution leverages the core competencies of three industry leading companies:**

- 1) First Data's payment processing power for virtually all forms of payment – from credit and debit to gift cards and checks.
- 2) Microsoft Dynamics™ Point of Sale 2.0 software, designed to manage inventory, track sales and improve customer management.
- 3) HP's rp5000 point-of-sale hardware, offering power and flexibility in a rugged, retail-durable design.

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### **The Results:**

Implementation of the POS Value Exchange system has allowed Degrigoli to improve the overall customer experience and deliver strong enhancements to his business. Increased checkout speed and the immediate and clearly defined savings reflected on receipts are two major benefits that Pawrrific Pets' customers have experienced as a result of the integrated solution. The sleek design of the POS hardware also projects a professional image for Pawrrific Pets at the checkout counter.

### **The First Data® POS Value Exchange<sup>SM</sup> Solution:**

First Data, together with Microsoft and HP, have brought together their industry-leading payment solutions, state-of-the-art store management software programs and retail-ready computer hardware in a small business point-of-sale solution with features that until recently were only available to large retailers.

**POS Value Exchange is designed for smaller retailers, typically with a single store location with up to five lanes.**

The familiar displays and user-friendly touch screen of the HP rp5000 system make it simple for employees to manage the entire purchase and payments process. "The navigation is very easy and our employees caught on within the first 10 transactions on how to use the system," observed Degrigoli. Staff time management has also improved through the built-in time clock in the software that allows employees to clock in or out from both systems at the same time.

By using the inventory management features, Degrigoli is able to detect inventory depletion, product patterns and review buying trends to manage products more efficiently. "The system tracks products a lot easier for us with real-time monitoring. We can actually pull up the transaction history for a product and find out which customer buys the most of it and how much we're selling that day," said Degrigoli. Pawrrific Pets' buying strategy and overall business planning are much more cost efficient due to the detailed reports that manage and track inventory.

Degrigoli also likes that the new system calculates a product's true cost at the point-of-sale. In the past these calculations had been made at a later time which slowed down store operations. "We're much more productive because the new system shows your gross profit margin when you are keying a product and you know exactly what you are selling it for," explained Degrigoli.

With the assistance of the First Data POS Value Exchange solution, Degrigoli's Pawrrific Pets is now able to offer even more choice and convenience to customers while maximizing inventory management and product security functions. Overall, the compact, PC-based system brings strong enhancements to the business and delivers a professional look and feel to Pawrrific Pets' customers.

Specialty retailers will find that the system's touch-screen display and ability to accept virtually all forms of payment, from credit, debit and gift cards to checks, will improve customer service and speed up transaction time. Retailers also will be able to track purchase behaviors and identify buying trends to improve inventory management and save valuable time.

**For more information, please contact your sales representative.**