

NUTRITION ZONE

HP rp5700 POS solution feeds small-business success



Nutrition Zone

“The HP rp5700 POS solution is making my life a lot easier. It saves time so I can focus on growing my business.”

—Albert Sito, owner, Nutrition Zone, San Diego, Calif.

HP CUSTOMER CASE STUDY:

Nutrition Zone franchise powers sales with easy-to-use HP rp5700 POS solution

INDUSTRY: Retail

OBJECTIVE:

Equip franchise stores with robust, easy-to-use point-of-sale solution

APPROACH:

Deploy HP rp5700 Point of Sale solution

IT IMPROVEMENTS:

- Single solution provides retail functionality
- Retail-hardening delivers reliability, long lifecycle

BUSINESS BENEFITS:

- Reliability, automation free owner’s time to focus on growth
- Ease of installation and use save time, improve customer service



With three stores to run, Albert Sito can’t waste time on tools that don’t work or tasks that distract him from creating value. That’s why he chose the HP rp5700 Point of Sale (POS) solution for his three Nutrition Zone stores in California.

“Running a small business is a lot of work,” Sito says. “The HP rp5700 POS solution is reliable and easy-to-use, making it good for business and the staff. What’s more, using the POS software, I can generate inventory and sales reports automatically, so I have data to make good management decisions and time to focus on business growth.”

Nutrition Zone is a growing franchise of some 30 sports nutrition stores throughout the United States. Sito owns three stores and plans to add more soon, all in the San Diego area. Before turning to HP, he had an ECR (Electronic Cash Register) that could not do inventory. It also lacked cooling capacity and forced him to run two different

CUSTOMER SOLUTION AT A GLANCE

PRIMARY APPLICATIONS

Retail sales transactions, inventory management, report generation

PRIMARY HARDWARE

- HP rp5700 Point of Sale System
- HP POS Pole Display
- HP Cash Drawer
- HP USB Single-Station Thermal Receipt Printer
- HP USB Barcode Scanner

PRIMARY SOFTWARE

- Keystroke POS software

pieces of equipment—a cash register on the sales floor and a computer in the back. Sito wanted a reliable, trouble-free solution that would be simple for his nine employees to use. He went online to read reviews and check out business forums. That led him to HP.

HP RP5700 POS PROVIDES FLEXIBLE CONFIGURATION OPTIONS

The HP rp5700 POS is a retail-hardened platform that functions both as a robust in-store sales solution and a powerful back-office system. Designed for configuration flexibility, the solution offers HP retail POS peripheral options such as a keyboard with magnetic stripe reader (MSR), receipt printer, cash drawer, barcode scanner, touchscreen monitor and customer pole display. The system features powerful cooling and components designed to resist heat, corrosion and power surges.

Sito installed the HP solution himself in roughly 20 minutes, he says. Software installation took a little longer. Sito chose Keystroke software for fast transactions and robust database features.

Sito uses the POS application's back-office capabilities to manage inventory and increase sales. He runs automated inventory reports to spot sales trends, guide purchase decisions and generate orders. Sales and profit reports support the agility of his business to respond to changes in the market. Customer purchase data enables targeted marketing to increase sales. Sito tracks who is buying what products, how often, for a loyalty program in which he emails coupons and special offers to select customers.

Sito meets weekly with his franchise colleagues to discuss best practices. He's been glad to share word of his success with the HP rp5700 POS solution. Chairman and CEO Joe Eckstrom of Nutrition Zone Enterprises, Inc., runs six stores of his own and has adopted the HP solution, Sito says. Other franchise owners also are taking note.

"I told them the HP rp5700 Point of Sale solution offers big advantages for a small business," Sito says.

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—Albert Sito, owner, Nutrition Zone

On the sales floor, the HP rp5700 POS solution delivers fast, reliable transaction processing. That means more productive workers and better customer service. "It's very easy for employees to learn the solution," he says.

To learn more, visit www.hp.com

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

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