

Beer Distributor POS – A Sobering Retail Tale



Overview

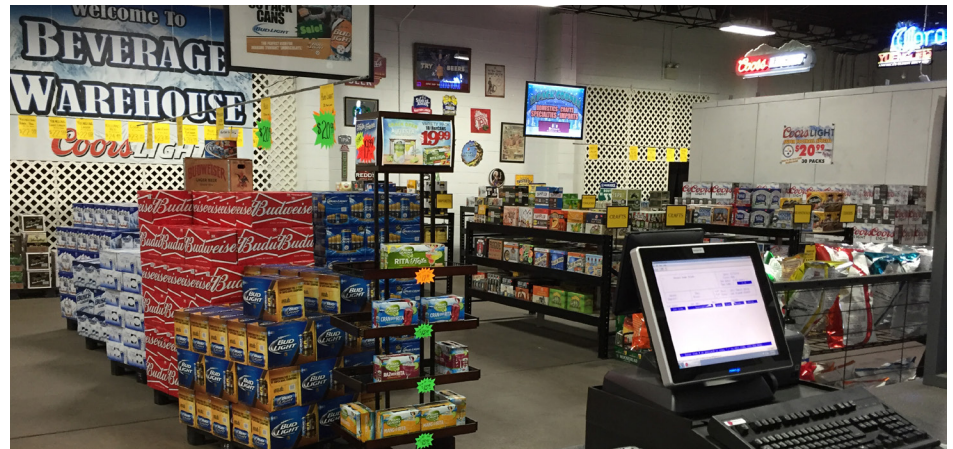
The Beverage Warehouse located in Greensburg, PA, is a third-generation owned Beer distributor of 24 domestic, imported and craft beers, beer barrel kegs, ciders, flavored coolers, snacks and soda.

Problem to Solve

Initially opting to get lower cost deal-driven terminals, they became a nightmare because of costs of service, support and downtime.

Solution

Because Posiflex terminals are time-tested under punishing retail and quick service hospitality environments, the Posiflex touch screen terminals were used to replace the failed deal-driven units



Beer, a Warehouse and Posiflex — A Perfect Blend

There are 13,000 labels of beer available to American consumers today. In fact, the National Beer Wholesalers Association (NBWA) cites 3,300 independent licensed beer distribution facilities get bottles, cans, cases and kegs of domestically brewed, or imported beers to stores across the U.S. each year. Beer is typically sold through a three-tier system: brewers and importers; distributors and then to retailers.

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— Robert DeBone
Owner,
Beverage Warehouse

Beer distributors come in all sizes from the boutique to the big, and many have both a retail and a wholesale side of the business. Requirements for large distributors can include a complex infrastructure of retail point-of-sale, state-of-the art warehouses, fleets of temperature-controlled trucks, inventory monitoring systems, and transportation logistics. This infrastructure enables distributors to sell a customized inventory to 576,000 licensed alcohol retailers to bars and restaurants, convenience and liquor stores, and grocery chains. Flightware writes the software, does the installation and then services the computer systems for a beer distributor to control inventory, reporting, accounting, retail and distribution for this complex ecosystem. Flightware also uses the Posiflex POS touch screen terminal platform to run their software.

business, Beverage Warehouse has a fleet of trucks for wholesale delivery to local bars and restaurants. Owner Robert DeBone, notes that, “Beverage Warehouse is the oldest family run business with the largest selection of beers in the area, but we needed to upgrade our computer systems to keep up with our business. The combined wholesale and retail Flightware system bridged the needs to manage our two businesses as one.” Additionally,



DeBone said, “The Posiflex terminals are industrial proof. No fan. Nothing to break. No edges to trap dirt. No screen protector needed. They keep and stay clean in the warehouse and in our retail shop.”

Flightware switched their POS touch screen terminal platform to Posiflex as previous vendors were “deal driven,” focusing on cost rather than innovative technology and reliability.

“Deal driven terminals were a great deal for one year, but after three they became a nightmare because of costs of service, support and downtime. So, Posiflex touch screen terminals were used to replace failed units,” said Adam Scott, Flightware’s Director of Operations. “Posiflex proved to be time tested under punishing retail and quick service hospitality environments. Excellence, pure excellence, in quality and build.”

Scott describes several criteria in his selection of the new Posiflex XT Series touch screen terminals. The advantages of the XT3815, “is that it just looks cool and Posiflex quality is second to none. Because dust and dirt is such a huge problem in a warehouse environment, the Posiflex bezel-free touch screen doesn’t have corners to trap debris, which was a key benefit. A screen protector is not needed, as the XT3815 has a projective capacitive (like an iPhone) touch screen.”

Flightware embraced one XT Series feature that provides several benefits. In all four of the Posiflex XT Series configurations, operators can optionally add a Powered USB to enable a printer, an 8 port USB hub to connect

to multiple peripherals, a battery backup to power down in event of power failure, a second hard drive for redundancy, and to integrate into the terminal’s own power adapter. They also address the high dust / high dirt warehousing environment by adding a solid state drive (SSD) to the fanless and water / dust resistant Posiflex XT3815 terminal, which eliminates all moving parts and removes any mechanical points of failure.

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Flightware replaced Beverage Warehouse’s computer systems with legacy parallel, PS2 and serial connectors with technology featuring touch screen terminals and USB peripherals. All USB devices are connected via the XT3815’s 8 port USB hub in the base. This integrated hub design solves the problem of trying to connect multiple devices into the terminal.

“I provide service and reliability. Not having to reroute a jumble of cables or having cables interfere with work flow is important,” Scott said. “XT3815 installation is fast and reliable, and the station in the back doesn’t look like a rat’s nest of wires.”

In addition to retail and distribution modules, Flightware’s hospitality POS functionality drives POS for a multi-location quick service restaurant that serves American classics such as hot dogs, burger’s and fried chicken. Flightware also runs on Posiflex XT terminals in this fast paced, customer intensive environment to keep up with the need for speedy service to ensure customer satisfaction.

“Switching to Posiflex came down to the belief their terminals are stable with low service needs down the road. XT3815 and XT3215 features and peripherals enhance the software. It’s one thing to do software great, but when it runs on a piece of equipment looks good and runs great, it’s a winner,” Scott said. ■

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