

FRAESE DRUG AND SODA FOUNTAIN

HP rp5700 Point of Sale system streamlines operations



“Our first priorities with the HP rp5700 Point of Sale system were to streamline transactions and eliminate billing errors. Those goals accomplished, our customer service has improved and we can maintain our competitive edge.”

—Don Kaufman, R.Ph, co-owner, Fraese Drug and Soda Fountain, Hutchinson, Kan.

HP customer case study: Fraese Drug and Soda Fountain thrives with HP rp5700 POS system

Industry: pharmacy/restaurant

Objective:

Streamline, speed transactions to improve customer service and eliminate billing errors

Approach:

Deploy HP rp5700 Point of Sale system with the Microsoft Dynamics® Retail Management System and the Nova Libra software interface to the Speed Script Pharmacy Management System

IT improvements:

- Integrated credit card processing speeds transactions, eliminates error and reduces customer lines
- Bi-directional communication between Microsoft RMS and Speed Script PMS provides complete, accurate billing statements
- The Nova Libra Demand Chain Management web site allows purchase orders created in RMS and based on daily sales data to be sent electronically to the wholesaler
- Retail-hardened system comes backed by strong HP warranty and service response

Business benefits:

- Exemplary customer service maintains competitive edge (prescriptions filled within 15 minutes)
- System cost-efficiency supports store pricing flexibility
- Data tracking, analysis features ease regulatory compliance
- System is scalable to meet growing demand

In an industry largely taken over by giant chain stores, Fraese Drug and Soda Fountain has thrived independently in downtown Hutchinson, Kan., since 1939. Its secrets are exemplary service, free delivery, competitive pricing and hometown charm. The pharmacy promises that customers will not have to wait more than 15 minutes to get their prescriptions filled. However, a cumbersome non-HP point-of-sale system was making that promise hard to keep. The system was older, lacked integrated credit card processing, and could not provide bi-directional communication with the store's Pharmacy Management System. That led to billing errors and long lines, especially during peak business hours when soda-fountain crowds typically leap from 30 customers at midmorning to 100 or more for lunch. The answer was a new solution created through the software expertise of Nova Libra and the retail-hardened power of the HP rp5700 Point of Sale system.

“In the old system, going back and forth between the credit card reader and the register was a huge problem,” recalls Don Kaufman, R.Ph, co-owner of Fraese Drug and Soda Fountain. “We'd have long lines of customers waiting and we'd have errors; sometimes bills were charged to the wrong customer account or payments were credited to the wrong account, and we'd have to go back and fix it. With our HP rp5700 Point of Sale system, you can't do it wrong because that account and the customer information associated with it are already on-screen; it's all integrated, streamlined, fast and accurate.”

A retail-hardened solution

Fraese Drug was introduced to Nova Libra by its vendor, Digital Simplistics, provider of the Speed Script Pharmacy Management System (PMS). Speed Script

and Nova Libra have partnered to develop software integrating the Microsoft Dynamics® Retail Management System (RMS) with Speed Script's PMS. Microsoft RMS integrates with a wide variety of leading accounting software packages used by pharmacies, making it easier to track third-party billing. Integrating front-end and back-end sales—with the help of software developed by Nova Libra—gives Fraese Drug a total solution to store management.

"The HP rp5700 POS system is very intuitive, easy to learn and easy to implement. It speeds up transactions so customers don't have to wait in line, and it streamlines operations. It's proved itself a reliable, cost-effective resource to make our business competitive in a very demanding industry."

Don Kaufman, R.Ph, co-owner
Fraese Drug and Soda Fountain

The only question was what hardware platform to select. Two factors made the HP rp5700 POS system the clear choice, says Sean Sullivan, Director of Nova Libra's POS Division. One, the HP system is retail-hardened to provide reliability and exceptional stability under heavy long-term use. Two, HP's strong three-year warranty covers peripherals as well as the core system, providing next-business-day replacement or service. "We looked at other manufacturers' offerings," Sullivan recalls. "The HP solution is built tough and comes backed by fast, reliable HP service.

For maximum cost-efficiency, Fraese Drug selected an HP rp5700 POS bundle including an HP Thermal Receipt Printer, HP Cash Drawer, HP POS Keyboard—later integrated with an HP Magnetic Strip Reader—and HP USB Bar Code Scanner. It configured its solution with the Genuine Windows® XP Professional operating system and Intel® Pentium® Dual-Core E2160 processor. Use of the Microsoft platform made it simple for Fraese Drug employees to adapt to the new system. Nova Libra created customer reports and label templates so Fraese staff would be able to use the "new" system with the same familiarity as their "old" one, transitioning seamlessly. Of the store's 12 employees, six use the HP rp5700 POS regularly.

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Streamlined transactions, better customer service

Fraese Drug's first priority for the HP rp5700 POS system was to streamline transaction processing and inventory management. The Microsoft RMS software uses Internet-based integrated credit card processing software to replace Fraese Drug's standalone dial-up terminal, speeding transactions and shortening customer lines. Nova Libra's custom integration software enables bi-direction communication between Microsoft RMS and Speed Script PMS, providing more complete and accurate patient billing statements. Nova Libra software also lets Fraese Drug easily update inventory data, such as pricing, and combine the built-in purchase order features of Microsoft RMS and the Nova Libra Demand Chain Management website. This lets the pharmacy create purchase orders based on daily sales and send them to its wholesaler within minutes.

"We no longer have to walk the sales floor to identify missing items and place re-order numbers on our wholesaler's website," Kaufman says. "The orders are sent directly from the system, saving us staff time and inventory costs because we order only what we need." In continuing system enhancements, Fraese Drug is implementing signature-capture capabilities and processing of Flexible Spending Account (FSA) debit-card transactions for IRS-approved medical expense items. All this eases compliance with the pharmacy industry's stringent regulatory demands.

Despite a challenging retail environment, Fraese Drug is enjoying such robust success that it's even considering expanding. Word of mouth has spread about the popular soda fountain and great pharmacy service. The HP rp5700 POS system will scale easily to meet increasing demand, Kaufman says, while its use of industry standard technology eases interoperability among network systems. Kaufman also looks forward to further exploring the system's data collection and analysis capabilities, to target marketing efforts and enhance the pharmacy's flexible-pricing strategy.

"Reputation and customer service are critical in this business," he says. "The HP rp5700 POS system is a cost-effective way to deliver fast, accurate transactions, streamline business processes, understand our customers' needs and position ourselves for growth."

To learn more, visit www.hp.com
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