hp

"The HP rp5700 Point of Sale System with Retail Pro is durable, reliable, scalable, easy to use and fast. In the front office, it's a great tool for capturing customer data. In the back office, the system enables a centralized enterprise view for efficient inventory management and pricing."
—Eric Malka, President and CEO, The Art of Shaving, Miami

HP customer case study: The Art of Shaving supports rapid retail expansion with HP rp5700 Point of Sale System running Retail Pro software

Industry: Retail

Objective:
Support retail-chain expansion with durable, reliable, scalable Point of Sale System

Approach:
Deploy Retail Pro software and HP rp5700 Point of Sale System with HP-branded POS peripherals

IT improvements:
- Deploy durable, reliable POS system
- Run local reports easily with in-store processing power
- Standardize for easy scalability
- Connect to corporate headquarters for enterprise view

Business benefits:
- Streamline enterprise management through centralization
- Enable data-driven pricing and inventory management
- Target marketing for high-margin repeat sales

Four years ago, The Art of Shaving, the leading brand of premium shaving products, decided to expand its retail division and pioneer the world's first chain of specialty stores dedicated to men's shaving. Standing in the way, though, was a collection of standalone point-of-sale systems that could connect neither with one another nor with corporate headquarters. What customers were buying what products? When and where did inventory need restocking? What were the profit margins and cost-of-goods sold? All of that was—at best—difficult to determine. Seeking a better solution, the company turned to Retail Technology Experts for the HP Point of Sale System running Retail Pro.

"Each store runs its own local reports; that's why we needed excellent processor speed and good durability to minimize maintenance. The HP and Retail Pro POS solution delivers this local power, along with the ability to link to corporate headquarters so we can have a single view of the enterprise."
Eric Malka, President and CEO, The Art of Shaving, Miami

"I wanted a system that was user-friendly, fast and convenient," recalls Eric Malka, President and CEO of The Art of Shaving. "It had to be retail-hardened for durability, and it had to make it easy to capture customer and transaction information for running business reports. That led us to HP."

"In the previous system of standalones, there was no way to standardize the security, the users, the inventory—it all had to be manually done and manually transferred. With Retail Pro and the HP POS solution, everything is prepared at headquarters, and when the new store location is ready to be implemented, the system is initialized with all of the setups immediately ready for rollout."
Mahendran Ramanathan, President, Retail Technology Experts, Miami Lakes, Fla.

The Art of Shaving is a unique concept guided by the expertise and hands-on attention of its founders. Passionately devoted to the very best in men's skin care, they have created an innovative path to optimal shaving performance called "The 4 Elements of the Perfect Shave": Prepare—Lather Up!—Shave—Moisturize. From a single New York City store 12 years ago, the company has expanded to some 33 locations nationwide with plans for 60 stores by 2010, a wholesale division that partners with high-end department stores, specialty stores, spas and resorts, a highly successful e-commerce site and an international distribution platform that serves customers around the world.

Out of a total of approximately 200 employees, roughly 100 interact with the HP POS system with Retail Pro on a daily basis. As the mission-critical corporate backbone, the system simply has to work—reliably, easily and full-featured for network connectivity.

Resolved POS pain: standalone, un-integrated, failure-prone system
Four years ago, the company's original POS setup was none of those things. Five failure-prone standalone store systems ran un-integrated into the corporate IT network. Their two- to three-year life spans forced the company to acquire a variety of differing models, making it impossible to standardize. For help finding something better, The Art of Shaving turned to retail systems provider Retail Technology Experts (RTE) of Miami Lakes, Fla.

"We did some consulting to look at their pain points and to come up with a solution where they could

centralize their data and run the business as one enterprise," recalls RTE President Mahendran Ramanathan. "The answer was Retail Pro software run on HP hardware."

"RTE recommended HP and we agreed because of the HP system's long life span, its durability, its processing power for running local reports, and its connectivity to corporate headquarters for an enterprise view," Malka says.

Retail Pro running on the HP POS System is retail-hardened to withstand heavy use, power surges and continuous long-term operation. It's easy to use which keeps training costs low. The five-year life cycle allows standardization—a consistent hardware configuration and software image that simplifies rollouts. Best of all, the HP system is easily scalable to accommodate growth. The Art of Shaving's HP POS solution includes:

- HP rp5700 Point of Sale Systems
- HP USB Barcode Scanners
- HP USB Thermal Receipt Printers
- HP Cash Drawers
- Retail Pro software
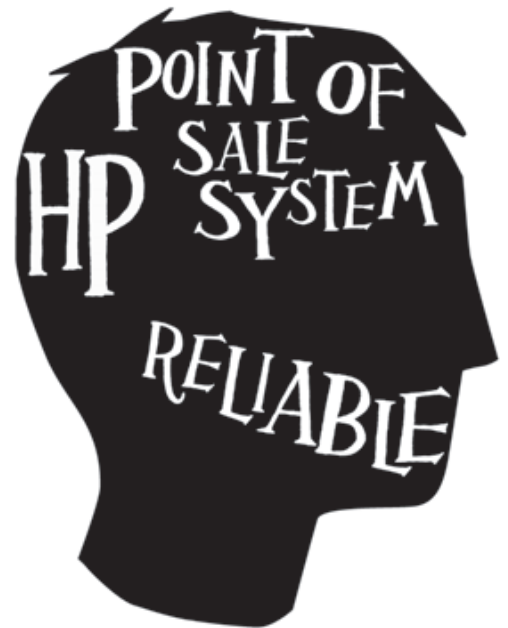
POS solution in action: storefront to back office efficiency
The Art of Shaving has two retail concepts, a satellite shop concept that averages 300-400 square feet and

Partner at a glance

Retail Technology Experts

Retail Technology Experts was instrumental in providing The Art of Shaving's HP rp5700 Point of Sale system and Retail Pro software.

Retail Technology Experts is a leading retail technology company based in Miami Lakes, Fla. RTE has been providing Point-of-Sale and Inventory Control solutions to retailers for the past 17 years in the United States, Caribbean and Latin America.

To learn more, visit **www.retailtechnologyexperts.com**

the Barber Spa concept which ranges from 600-800 square feet. The HP POS systems with Retail Pro are located behind the elegant marble cash wraps. Three to four Shaving Specialists in each store use the systems to complete transactions and to gather customer data including name, address and phone number. The managers run local reports and link with corporate headquarters.

"Capturing client information is very important," Malka says. "The nature of our product is that you replenish after running out in three months. With the customer data we capture through our POS system, we know when they run out and how they prefer to be contacted. This aims to increase both sales and profitability, because repeat purchases provide the highest margins."

With its Intel® Pentium® Dual-Core processor and at least 1GB of memory, each store's individual HP rp5700 POS System with Retail Pro delivers the processing power to run local sales, margin, inventory and cost reports. Its network connections then link to corporate headquarters, giving The Art of Shaving the means to massage data into an enterprise view of operations.

"Each store is independent, but because they are all connected to the corporate system, the data flows back

and forth seamlessly every day," Malka says. "I can sit in my office and run performance analyses to see how the whole enterprise is doing. This way, the company transforms data into business intelligence. We use the knowledge to guide inventory management, pricing, product development—everything to maximize efficiency, profitability and strategic growth."

Growing fast with ease
The Art of Shaving has launched eight new stores in the past year alone, from coast to coast, and plans to operate 60 by the end of 2010. The scalability of the HP rp5700 Point of Sale System with Retail Pro is a key enabler in this expansion drive.

"In the previous system of standalones, there was no way to standardize the security, the users, the inventory—it all had to be manually done and manually transferred," says RTE's Ramanathan. "With Retail Pro and the HP POS solution, everything is prepared at headquarters, and when the new store location is ready to be implemented, the system is initialized with all of the setups immediately ready for rollout."

"Once we centralized and standardized on Retail Pro and the HP rp5700 Point of Sale System, it became easy to add a store," Malka says. "This kind of streamlining is essential."

Contact the HP Reference2Win Program, 281-514-5755, for more information.