



POS Deployments don't happen on their own

In the 1990's, a retail POS manager would contact their hardware provider about how they did business and look to that provider to match them to a software package that would work that way. Or, they would pay a lot of money to their legacy application provider to 'customize' their application even further than they already had, often compromising core components, ensuring that the platform change would be difficult if it ever came about.

When java was introduced, there came with it a plethora of software providers who could make the retail application full screen and make it do what the RETAILER wanted, not the other way around (What a novel concept!!) The only problem was that these ISV's (Independent Software Vendor) were software guys; they were introducing a technology into a field, and didn't always bring with them knowledge of hardware platforms that the retailer needed in their environments. Fast forward into the 21st century, and those ISV's have created their products, made a splash, and in some cases, sold their products to large corporations.

What's missing from that equation is the integrator; the company that can take the new software choice and not only deploy it in your chain, but assist with the correct hardware choices that allow the retailer to be innovative, or at a minimum keep up with the competition.

COMPLETING THE EQUATION

That void is where **Total Systems Integration (TSI)**, a division of NewBold Corporation has been plying its trade for the last several years. As a company specializing in procurement, staging, and deployment of In-Store technologies after leaving the hardware business with the **Compuregister** line, TSI has maintained a focus on how to assist retailers in making their customer's brick and mortar checkout experience a brief one.

Call it what you want...Implementation, deployment, installation. The philosophy behind the approach is a simple one. "Retailers don't like a lot of risk. That's why our customers like our approach to staging store systems." says Operations Director Gary Spellman. "By staging all of the store components at our facility, we take out-of-box issues out of play at the store, and weed out hardware and platform issues, before the full system ever gets near the store." Now, this risk may sound inconsequential, but start talking about 50, 100, 200+ registers and the problem escalates quickly.

In addition, this staging approach offers the retailer the opportunity to offload the configuration and personalization process. “We can stage high volumes of systems at the same time, making some of the repetitive steps go quicker and reducing some of them entirely.” Spellman also points out that these ‘gold loads’ and personalization scripts reduce technician time on-site, minimizing the impact on store operations. One other consideration that cannot be minimized is that all of the store system components can be brought on-line together, ensuring that they act like a system before ever arriving on-site.

The approach is also designed to meet the store operations folks needs. The capture of all asset information for each of the devices, logging it specific to the store that it is being sent to, and making it available on-line the same day is music to Operations ears. Anyone who has dealt with entitlement or maintenance issues can certainly appreciate having that information available quickly and accurately.

BRINGING IT ALL TOGETHER

Now, all of this work goes for naught, if the components don’t arrive at the store location when required, or the system isn’t installed properly. Each customer has a Project Manager assigned to maintain the schedule of in-bound system components, customer expectations, and installation sites. The Project Manager needs to direct all team members when priorities shift or delays occur. Director John Eibes oversees the PM group and has an even-handed view of their responsibilities. “Even the best plans go awry when software, hardware or training issues come up in the middle of a rollout. The Project Manager foresees problems before they arise, take control, and make the necessary changes to obtain a successful rollout. “

John shares a ‘too-many-cooks’ story to highlight the need for one voice at decision time. “During one particular rollout the customer informed us that all scheduling had to be completed by Store operations. This shouldn’t have been a problem except that for 3 weeks we still didn’t have even the beginning of a schedule. After meeting with Store Operations we obtained their store specific requirements, blackout days due to inventory, truck delivery, & training. We then created a schedule which Store operations reviewed, made minor changes, and then accepted. The result was a rollout that started and completed within the customer set parameters.”

AND SO...

In the end, it’s a process that should be defined by people that understand the need.

Go to www.newboldcorp.com/tsi to download information on each step in our process.