



BIG HAIRY DOG



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BigHairyDog.com



Ink Cartridge Reseller
+ 1500 Franchises

"We're planning to add new lines of products and looking to add business intelligence in terms of data warehousing."

Retail Pro® will support both of these initiatives."

Streamline your POS Deployment

Cartridge World, ranked the 13th fastest growing company in Entrepreneur magazine, is on an explosive growth curve with a commanding market lead in its retail service niche. Good for the consumer and good for the environment, Cartridge World refills empty ink cartridges for inkjet and laser printers and toner cartridges for fax and photocopy machines, and resells them at about half the price of a new one.

POS Challenge

Cartridge World opens a new store somewhere in the world every business day and for a franchise retail operation this can present some very real technical challenges. Coordinating the standardization of store-level technology across a franchised enterprise requires the buy-in of franchisees, a potentially daunting task.

Managing a POS rollout

This retailer has made the selection of a standard POS configuration a near no-brainer for its new franchisees by offering the complete package in turnkey fashion. This approach benefits the company by enabling a standard platform on which to operate and gather store-level data. It also benefits franchisees by removing the labor, time, and guesswork that go along with choosing a POS package.



Requirements

At the top of the needs list were:

- An architecture that would enable a complex and unique retail business model
- Infrastructure scalability
- Ease of training
- A system built on an open architecture that is proven able to integrate with other store systems
- Comprehensive inventory management

The Retail Pro® Solution

Cartridge World chose Retail Pro® as the software engine to drive its POS. **Big Hairy Dog Information Systems (BHD)**, installed and configured the system and the combination of Retail Pro® and BHD has proven sound as the retailer has grown aggressively.

Cartridge World has achieved a successful POS standardization, and all new franchises are handled by Big Hairy Dog. The systems are virtually plug and play—new franchisees can have a new location up and running in a day.



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Corporate Benefits

The scalability of Retail Pro® allows for a better and more consistent view of KPIs (key performance indicators) by store and region. This not only helps inventory forecasting, it allows the overseeing of franchise operations with market data to monitor store performance. Cartridge World is planning to add new lines of products to bolster consumer choice and are also looking to add some BI (business intelligence) functionality in terms of data warehousing to enable more granular analysis of their business. Retail Pro® will support both of these initiatives.

Ease of Training

Training of new franchises takes place in an intensive two week session at Cartridge World's corporate headquarters. Shawn Lynam, VP of Franchise Operations, states that, "The POS training is one of the easiest aspects of the class. The graphic, interactive nature of Retail Pro® is intuitive and self-explanatory, which greatly reduces our training overhead."

Future Expansion

Cartridge World will use Retail Pro® to automate e-commerce operations including procurement, fulfillment, invoicing and financial reporting. It plans to expand on its e-commerce automation, including building on integration with its suppliers' inventory, more POS integration, allowing royalty payments from stores to be directly deposited into bank accounts and consolidating global operations into one set of financial statements. Cartridge World has found success rolling the new Retail Pro® POS system out to its franchises. This environmentally conscious retailer provides a textbook example of how to manage a long-term POS rollout.



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