

# Customers

## Rocky Mountain Chocolate Factory



“Retail Anywhere lets us analyze information across our locations to better understand retail trends and develop programs to impact retail operations. Access to data such as product mix, pricing, labor, customer information and promotions has helped us improve store performance. We have developed a team of retail analysts to work with this data and help our franchisees implement programs that improve their bottom line.”

Key Jobson, Chief Information Officer

### Company Overview

Based on the western slope of the Rocky Mountains in the old-west town of Durango, Co., Rocky Mountain Chocolate Factory manufactures and retails premium chocolate candies and confectionery products to over 300 franchise locations throughout the United States, Guam, Canada and the United Arab Emirates from a state-of-the-art, 53,000 square foot factory.



Rocky Mountain Chocolate Factory was looking for a solution to unify their unique mix of retail, in-store cooking and franchise needs.

- Retail Anywhere Software used: PC/Register Touch, Enterprise, Analytics, Communications
- Number of Stores: 323 total; 200+ currently using Retail Anywhere Software
- Number of Retail Anywhere POS Stations: 2 per location
- Number of Retail Anywhere Enterprise Users: 125+



# Success Stories

## Rocky Mountain Chocolate Factory

Rocky Mountain Chocolate Factory was looking for a solution to unify their unique mix of retail, in-store cooking and franchise needs. Each Store owner required a robust Point-of-Sale solution to organize and run their store transactions and also access the corporate system. Franchises also needed to maintain individual data such as original recipes and tracking of waste and sampling.

Though the list of requirements was long, Key Jobson, Chief Information Officer of Rocky Mountain Chocolate Factory selected Retail Anywhere "because their products are the best fit for our retail concept and their support services are excellent."

Using extensive POS experience and a uniquely developed "franchise system," Retail Anywhere began implementing Rocky Mountain Chocolate Factory's solution in June 2001. The easy-to-use, unifying system helped build a strong relationship between individual franchises and the corporate office. From single store operations to multi-unit franchises, Retail Anywhere's software gives store owners access to their sales data, employee productivity, hours worked, store level pricing, register configuration, item maintenance inventory and more.

At corporate, Rocky Mountain Chocolate Factory is able to view and analyze sales information and store performance across all stores, helping to compare retail environments and profitability in different locations. This kind of information has helped Rocky Mountain Chocolate Factory grow from 12 store openings in 2000 to an average of 36 store openings per year between 2001 and 2007.

Rocky Mountain Chocolate Factory's next step is to implement Retail Anywhere Analytics, giving its franchisees the business intelligence tools they need to further analyze their own sales data and ultimately grow franchisee and corporate business.



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