



- **VERTICAL MARKET:**
Golf Courses
- **SOLUTION:**
Pro-ShopKeeper
- **COMPANY:**
Club Prophet Systems
Pro-ShopKeeper
Oakmont, Pennsylvania
www.pro-shopkeeper.com

PRO-SHOPKEEPER

TOM ROBBSHAW USED A PENCIL, PAPER AND cigar box to track pro-shop inventory during his tenure as an assistant golf professional at the Willowbrook Country Club. Exhausted with the technical merits of the system, he bought a 386 MHz computer in the early 1990s in an effort to automate business.

Soon after, Tom realized the untapped business potential in bringing automation to golfing facilities. Together with his brother Rick Robshaw, they founded Pro-ShopKeeper Computer Software Company in 1993, thus launching the first Windows-based POS system specifically designed for pro-shop operations. Today, more than 700 golf facilities use the solution worldwide.

Pro-ShopKeeper offers a full tee reservation suite, and can show a facility where it needs to promote play to fill a day's tee sheet. It tracks which customers tend to buy a certain brand of merchandise, targeting them for upcoming sales,

and facilitates a mass e-mail campaign to connect with target markets.

De Bell Golf Club, a high volume public golfing facility owned by the city of Burbank, Calif., installed Pro-ShopKeeper in 2002, with a goal of enhancing and streamlining its POS operations. De Bell uses Pro-ShopKeeper to track spending and play habits of both residents and non-residents, track bulk purchase programs for driving range and golf lessons, manage a database and generate photo ID cards for residents and control pro shop inventory.

Pro-ShopKeeper incorporates the stability of a Microsoft SQL Server database; front end applications include a Microsoft .NET feature that communicates with the database via Web Services.

The solution has expanded to include food and beverage software, several accounting software options, Internet and IVR tee time options, tournament preparation module, event management software and a USGA handicap system. ■

RETAIL ANYWHERE

LIQUOR STORES HAVE UNIQUE POINT-OF-SALE requirements, ranging from age verification to strict pricing laws, which impact effective operations, and therefore the ability to stay competitive. Spirits Unlimited, a 28-unit liquor store chain in central New Jersey, was searching for a proven, flexible solution. It tested Retail Anywhere's PC/Register solution, which came with a strong recommendation from fellow liquor retailers, and agreed it was ideal for the task.

Retail Anywhere delivered the functionality required to run the stores, while adding restrictions to ensure that alcoholic beverages would not be sold under cost — illegal in the state of New Jersey.

Spirits Unlimited uses Retail Anywhere's PC/Register Touch, Retail Anywhere Enterprise and the PC/Charge interface. Each store can

access the Retail Anywhere (RA) Enterprise and there are five RA Enterprise users at the corporate office. The customer loyalty program helps attract new customers and hold onto existing ones, while a quick transaction speed at the checkout utilizing the touch screen user interface and high-speed credit card transaction reduces customer wait time. With PC/Register, Spirits Unlimited was able to efficiently handle returns and exchanges, coupon redemption and layaways with the quickness of a touch screen application.

The PC/Register solution enabled Spirits Unlimited to improve customer service, increase sales and reduce the cost of doing business. The solution is an integrated centralized system for both single store operations and large liquor store chains. Sales history and purchasing tools also allow for efficient purchases. ■



- **VERTICAL MARKET:**
Liquor Stores
- **SOLUTION:**
PC/Register
- **COMPANY:**
Retail Anywhere,
a division of AIM Systems
Atascadero, CA
www.retailanywhere.com