



Sausage Company: An NCR Success Story

“ I have been completely satisfied with NCR ScanMaster. When it comes to our POS system, failure is not an option. ” - Stan Bobak,
CFO and owner, Bobak's Sausage Company.



The Customer

Bobak's Sausage Company is a family-owned sausage manufacturer that has served the metropolitan Chicago area since 1967. Leveraging family tradition and state-of-the-art meat processing technology, Bobak's makes over 150 variations of sausage and deli meat specialties. Bobak's sells its meat products, along with more than 3,500 imported gourmet products, in 42 states across the U.S.

Bobak's experience in the food industry extends beyond meat processing and importing gourmet foods to retail grocery stores and restaurants. There are currently two Bobak's stores in the Chicago area and plans for two more to open by early 2004. Each Bobak's store includes a full grocery selection as well as a restaurant that serves prepared

food for dining in or carryout. Bobak's strives to provide customers with the finest quality products and excellent customer service—all at bargain prices.

The Challenge

When searching for a new point-of-sale (POS) solution, Bobak's had clear goals. The company sought a highly reliable PC-based system that could be easily integrated into an existing NT-based network. Bobak's also wanted a system that offered ease of use, speed and an improved cashier/customer interface. Guided by the experience and support of Merchants Solutions, an NCR Reseller, Bobak's determined that NCR ScanMaster, a POS solution designed to meet the unique demands of independent retailers, was the solution best equipped to meet its needs, and moved forward with the installation.

Bobak's was pleased with the functionality provided by NCR ScanMaster, and needed to find a back-end solution that would give the company better control of costs and inventory at the store level. Specifically, Bobak's wanted centralized management to reduce duplication of effort at the store level and an RF-based wireless system that provided direct store delivery (DSD) site control and visibility into pricing and inventory information. In addition, it was important that this solution integrate well with NCR ScanMaster. NCR solution partner BRdata

Bobak's Sausage Company

INDUSTRY/MARKET

Retail/Food

NCR SOLUTION

- NCR ScanMaster
- NCR RealPOS workstations
- NCR DynaKey
- NCR RealScan scanners
- NCR Services
- BRdata

CHALLENGE

PC-based solution that offered ease of use, speed, improved customer/cashier interface, improved control of pricing and inventory.

SOLUTION

Combination of NCR ScanMaster POS software and BRdata back-end software.

RESULT

- Reliability at the POS
- Centralized management of pricing and inventory
- Reduced transactions
- Reduced headcount
- Quicker, more efficient, less expensive store expansion

offered the desired functionality including integrated scale management, purchase orders, inventory, RF shelf label printing and meat receiving, and proved to be a great complement for NCR ScanMaster.

The Solution

Bobak's was interested in the total POS solution (software, hardware, services) that NCR could uniquely deliver, which included NCR RealPOS workstations, NCR RealScan scanners, NCR ScanMaster R1.2 and NCR DynaKey. Bobak's chose NCR ScanMaster software because it is Windows®-based and offers ease of use, speed, and an improved cashier/customer interface. Recently, Bobak's upgraded the NCR ScanMaster software to Release 2.2 for both stores.

Bobak's later added BRdata Host version 4.00 at the central back office and BRdata Store System 4.00 at each store.

Solution Benefits

For Bobak's, the two major results of using NCR ScanMaster on the front end and BRdata on the back end are reliability and simplified transactions due to reduced data entry. "I have been completely satisfied with NCR ScanMaster. When it comes to our POS system, failure is not an option. I can honestly say there has never been a day that we could not run this store because of a problem with our POS system," said Stan Bobak, CFO and owner, Bobak's Sausage Company.

Bobak's use of BRdata has resulted in reduced data entry, which ultimately translates into reduced headcount. As an example, one Bobak's associate handles the day-to-day data entry associated with managing 25,000 different items at a central location and then distributes inventory and pricing information to the individual Bobak's Sausage stores. As new stores are

added, there is no need to hire additional people. Instead, the same associate will continue to manage the items as they will simply send the same item data to multiple stores. According to Stan Bobak, "This capability makes opening additional stores quicker, more efficient, and less expensive."

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