



Brookshire Brothers Connects with Retalix SaaS Solutions

Connected Services and Connected Payments Software Suites Provide Grocer with Enterprise Applications, No Upfront IT Investment

CLIENT SNAPSHOT

NAME

Brookshire Brothers

INDUSTRY

Grocery Retailer

HEADQUARTERS

Lufkin, Texas, USA

STORES

72 Grocery,
30 Convenience

EMPLOYEES

5,600+

THE CHALLENGE

Since its foundation in 1921 by Austin and Tom Brookshire, Brookshire Brothers has held a strong and consistent commitment to customer service, and the retailer has illustrated this commitment by continually diversifying its company and offerings to meet the changing needs of the consumers it serves throughout East Texas and western Louisiana.

Based in Lufkin, Texas, Brookshire Brothers today employs more than 5,600 people and operates 72 grocery stores and 30 convenience stores throughout the region under the Brookshire Brothers, Polk's Convenience Stores, B&B Foods and Tobacco Barn banners.

Consistently ranked as one of *Supermarket News'* Top 75 Retailers, Brookshire Brothers is a self-distributing operation and one of the world's leading retail distributors of Conoco Phillips-branded gasoline.

Through its diversification efforts and expansion over the years, the founding Brookshire brothers took a bold step to ensure continual, top-quality customer service by selling the company to its employees—thus providing each worker with a sense of ownership and the personal responsibility to keep store patrons happy.

As the company moved into the 21st century, Brookshire Brothers turned to technology as a means to enhance the shopping experience in its stores, while providing operational efficiencies to reduce costs chain-wide and enhance profitability. So the retailer selected Retalix as a technology and services partner to help them meet their IT needs.

"For several years, we used Retalix's point-of-sale and back-office software to help us improve our operations and customer service," said Thomas Lowther, director of retail systems at Brookshire Brothers.

"But when Retalix's software-as-a-service, or SaaS, offerings were made available, we knew they could help us perform at a higher level."

THE SOLUTION

Brookshire Brothers implemented several SaaS applications chain-wide from Retalix's Connected Payments and Connected Services product suites.

Connected Payments is an electronic payments solution that supports many leading payment processors and provides grocers with an in-store payments engine



and a secure payments gateway, as well as powerful reporting and management tools.

With Connected Payments, transactions are encrypted from the PIN pad at the checkout to the processor, using multiple security methods such as encryption, tokenization, message certification and secured transmissions. This approach helps grocers like Brookshire Brothers simplify and lower the cost of PCI compliance by removing all cardholder data from the merchant's stores and enterprise.

Retalix's Connected Services suite includes an array of robust, enterprise-class applications available at a fraction of the cost of in-house hosting and support. Brookshire Brothers deployed multiple applications from this suite, including Connected Cashier Analyzer, Connected Sales Analysis and Reporting, Connected Report Viewer and Connected Electronic Journal.

Connected Cashier Analyzer aides loss prevention efforts by quickly identifying and helping resolve cashier issues, and Connected Sales Analysis and Reporting provides drill-down analysis of item-level POS data for enhanced business intelligence and fast reporting.

All of the software applications seamlessly integrate with Brookshire Brothers' existing installation of Retalix's POS and back-office systems, ensuring maximum IT consistency and efficiency.

"With Retalix and its Connected Payments and Connected Services solutions, we now have convenient access to our data from anywhere. That's a huge advantage for our company," said Lowther. "In addition, Retalix has been a true IT partner, helping us find the best technology to fit our business needs, and helping us ensure that it was implemented in a way that optimized our operations."



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THE RESULTS

Retalix's Connected Services and Connected Payments solutions have provided multiple benefits for Brookshire Brothers to-date, including:

- Connected Cashier Analyzer identified and resolved cashier issues, improving loss prevention.
- Enhanced sales analysis and reporting down to the ticket-level across multiple departments (executives, buyers, IT and more) with Connected Sales Analysis and Reporting
- Reports are easy to access and can be quickly produced, thus improving efficiency and decision-making
- Connected Payments centralized electronic payments management and reporting across the Brookshire Brothers enterprise
- Connected Payments also brought an additional layer of security for all transaction data, and simplified PCI compliance by removing all store data
- Connected Electronic Journal has streamlined data management across the chain, and has saved numerous man-hours in data research
- SaaS delivery model makes data and reports conveniently accessible from any location with Internet service
- SaaS model also eliminated the need for upfront technology investments, as well as ongoing IT maintenance for the systems

"Retalix's Connected Services and Connected Payments solutions have helped us improve our business chain-wide and across multiple departments," said Lowther. "As we move forward, we know those benefits will continue, which will thus have a positive influence and impact on the service that we provide to our customers."