



Grocer Case Study: Cox's Foodarama

HOW AN INDEPENDENT GROCER UPDATED THEIR "ANTIQUATED" STORE SYSTEMS WITH ISS45

Cox Foodarama is an 18-store independent grocery regional chain focusing on shopper service. How could Cox revamp their old store technology rapidly enough to keep up with competition and the needs of their staff and shoppers?

About Cox's Foodarama

- Headquarters: Houston, Texas
- Area of Operations: Houston ("Cox Foodarama") and San Antonio ("Fiesta")
- Number of Locations: 18 family-owned stores
- Employees: 1,100
- Focus: Great perishables and fresh offerings, with high emphasis on shopper service with a neighborhood feel
- "The store that saves you more"

Houston-based independent grocer Cox's Foodarama is noted for the attention and care its customers receive.

In addition to hiring employees who share the corporate commitment to top-notch customer service, Cox's Foodarama also invests in store systems that make life easier for their employees and customers. A recent overhaul of store technology that included a new point-of-sale (POS) platform is a perfect example of the grocer's customer-first approach to IT.

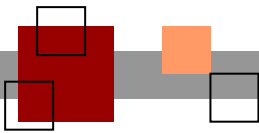
Cox's Foodarama began the POS upgrade in October 2007, when the grocer realized its POS capabilities needed to be updated for the new Texas WIC system, which uses smart cards to perform EBT. In addition, store customer service centers lacked POS terminals and transactions had to be recorded manually, which was

inconvenient for both customers and employees.

To meet the challenge, Cox's Foodarama turned to Cash Register Services, Inc. and StoreNext Retail Technologies LLC, for its ISS45 POS software and retail-hardened Fujitsu TeamPOS terminals. Within five short months, Cox's Foodarama implemented StoreNext ISS45 POS software and Fujitsu TeamPOS terminals at all checkout counters and customer service centers in its 18 stores.

Cox's Foodarama first rolled out the new software and terminals to its 10 Foodarama stores located in Houston, completing that phase of the implementation in January 2008. Cox's Foodarama then focused on its eight La Fiesta stores located in San Antonio, switching over one to two stores

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per week until the project was completed in March 2008. In total, Cox's Foodarama installed more than 160 terminals across 18 stores.

Bobby Lopez, operations supervisor of Cox's Foodarama, described how Cox's Foodarama has moved forward from an "antiquated" POS environment.

"Now we feel like we've kept up with the times," he said. "We felt the courtesy booth was antiquated – there were no registers. Now we have register records of all transactions. Before, we were recording them in an outdated mode. The project pulls the whole company into one format where all the stores are using the same process – everything is standardized and systematic now."

RESULTS

As part of the implementation, Cox's Foodarama completely switched its POS software platform over to ISS45, in addition to replacing all POS hardware with Fujitsu TeamPOS dual-screen terminals. Lopez credited the new ISS45 POS software and TeamPOS terminals with increasing scanning speed by 100 percent. He added that other benefits being leveraged across all 18 Cox's Foodarama locations include:

- System stability and reliability that have eliminated downtime problems associated with the previous POS system.

- Tight integration of StoreNext ISS45 software with custom store balancing greatly eases the entry of daily and weekly POS reports, resulting in pinpointed accountability across the organization.
- Printed records of all courtesy booth transactions – including money orders, bill payments, check cashing services and Western Union orders – which allow customer disputes and questions to be quickly researched and resolved.
- Hand ledgers have been replaced with integrated spreadsheets that are automatically populated with totals.
- Courtesy booth customers can now use debit cards to perform certain transactions, enabling Cox's Foodarama to offer shoppers greater convenience.

Kim Amador, Cox Foodarama office manager, said that employees and customers have both reacted positively to the new POS system. Employees appreciate the ease of use and training associated with the StoreNext platform, while customers compliment the attractive terminals and how quickly and easily the store can now handle their checks and card payments. Amador also commented on the great service provided by Cash Register Services, the StoreNext dealer that managed the setup, staging, installation, training and services for the rollout.

"We were impressed by the demonstrations and training CRS did for store managers and supervisors. We are very comfortable with CRS and their services."

StoreNext Retail Technologies LLC
6100 Tennyson Parkway
Suite 130
Plano, Texas 75024
800.298.0151
www.StoreNext.com

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