

Specialty retailer Active Ride Shop boosts its profitability and fuels a rapid growth strategy with IBM Retail Store Solutions.

Overview
Active Ride Shop Ontario, California, USA www.activemailorder.com
Industry <ul style="list-style-type: none"> Retail
Products <ul style="list-style-type: none"> IBM SurePOS 500 Series terminals IBM SureMark Printers
IBM Business Partner <ul style="list-style-type: none"> POSable Solutions (dba Physery)



"The IBM POS systems are the key to our success!"

—Chad Kelley, director of retail operations,
Active Ride Shop

Since launching operations in 1989, Active Ride Shop has grown from a single store into a chain comprising 20 locations throughout southern California. The specialty retailer offers a full line of skateboards, snowboards, surfboards, apparel and accessories.

Challenge

As a small company, Active Ride Shop had been accustomed to supporting its retail operations with pieced-together point-of-sale (POS) machines. Ultimately, the diverse collection of POS systems made it difficult to collect inventory and shrinkage information, and maintaining the POS systems had become a cumbersome task that required employees to devote more time to maintaining registers than to addressing customer needs. To recover its reputation as a service-oriented retailer and facilitate an aggressive expansion plan, Active Ride Shop set out to refresh its POS environment with solutions that were easier to maintain and capable of streamlining its business processes.

Solution

Leveraging IBM Retail Store Solutions that are easy to care for and aesthetically pleasing, Active Ride Shop shortened its sales processes and positioned itself to grow quickly.

The fully integrated solution comprises IBM SurePOS™ 500 terminals, which are engineered for peak performance and feature easy-to-use touchscreens, and IBM SureMark™ Printers, which provide fast, high-quality thermal receipt printing. Now, employees can spend more time serving customers and less time maintaining the POS systems. Moreover, the terminals' centralized reporting features make it easier to evaluate which merchandise is most profitable, which helps the client purchase more efficiently, ultimately increasing profits.

Benefits

- Slashed operating costs by hundreds of thousands of dollars annually
- Increased profit margins by over 20 percent and reduced inventory overstocking by 20 percent
- Boosted employee productivity by ten percent



For more information

To learn more about IBM Retail Store Solutions, contact your IBM representative or visit:

ibm.com/retail

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