

CASE STUDY

Launch Footwear saves money and space with iPod-based POS solution

A mobile point-of-sale (POS) system based on the iPod touch® and the iAPS® sled from Daily Systems provides kiosk retailer Launch Footwear all the functionality of a traditional POS system but costs significantly less and does not take up any floor space.

The challenge

Launch Footwear, an innovative children's footwear company, was looking for an affordable POS solution for its retail kiosks located in shopping malls in New Jersey and New York.

Because of the limited square footage, Launch Footwear required an all-in-one POS solution with a small footprint. The device had to be completely wireless since the kiosks had no local network. Additionally, the device needed to communicate with QuickBooks, the company's accounting system, which was used to track sales and manage inventory. Another concern was how to ensure that card payments were processed securely and that customer data was kept safe.

Finally, it was important that the solution was easy to use and cost-efficient to deploy and maintain.

The solution

Launch Footwear selected the iPod touch in combination with the iAPS® sled from Daily Systems and the eMobilePOS® software from eNabler.

The iAPS sled is certified by Apple and is the world's only all-in-one POS solution for the iPhone and iPod touch. It includes bar code scanning, card swiping, smart card reading and receipt printing, all integrated in one device. The iPod touch accesses the 3G network via a private mobile Wi-Fi hotspot.

The eMobilePOS software from eNabler offers rapid access to product information, pricing and inventory information directly from the iPod touch. It keeps track of the company's customers, creates sales orders, handles returns and processes payments.

In sales situations, the store associate can enter the customer's name into the iPod touch and the system recognizes if he or she is an existing customer. If so, the system brings up the customer's details and purchase history; and new customers can be added with just a few clicks. The information is synchronized with Launch Footwear's central customer database on a daily basis and is made available to all the retail kiosks.

The iAPS sled's bar code scanner can be used to quickly check a product's price or availability. After scanning the merchandise, the sales associate can create a sales order and process the transaction. Promotions can be entered in eMobilePOS, but it is also possible to enter discounts at the time of purchase.



A mobile POS solution based on the iPod touch and the iAPS sled saves space and money for kiosk retailer Launch Footwear.

“Not only does this mobile solution allow us to optimize the space in the kiosks, but it only costs a fraction of other POS solutions.”

Richard Flaks, partner and co-owner of Launch Footwear

The system enables Launch Footwear to accept both cash and card payments. The integrated magnetic stripe reader provides secure processing of card payments and the credit card is validated in real-time. The card reader encrypts all card data at the same moment the card is swiped, and data is never stored on the device in accordance with the PCI security standard.

The customer signs for the purchase directly on the screen and a receipt of the purchase is generated on the built-in printer or the customer can choose to receive a receipt via email or in a text message.

The eMobilePOS software is offered as a low-cost monthly software service and is available for download from iTunes. Software updates are also distributed via iTunes.



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The advantage

"The iPod touch with the iAPS sled is compact enough to fit in the palm of your hand but it has all the functionality of a full-blown POS system," says Richard Flaks, partner and co-owner of Launch Footwear. "It handles everything from price inquiries, returns, customer information management and payments to inventory control and sales reports."

All transactions flow through QuickBooks, enabling Launch Footwear to measure the sales in order to keep track of profitability and replenish the kiosks in a timely manner.

Kiosk retailers like Launch Footwear have limited space, and a regular POS system takes up too much space and is hard to secure.

"The compact size of the iAPS solution was a huge benefit because of the small spaces we operate in," explains Flaks. "We want to maximize the display areas for our merchandise and we don't have room for a laptop, credit card terminal, printer and keyboard."

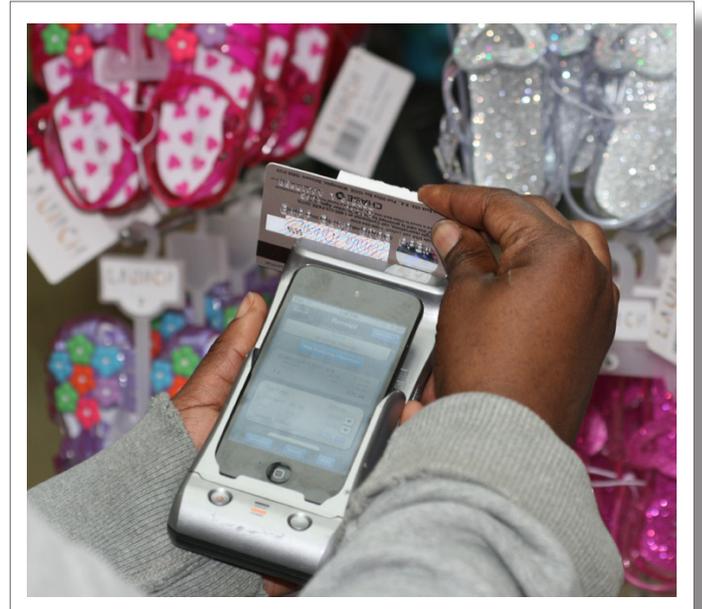
The iPod touch, in combination with the iAPS sled, provides all the functionality of a traditional POS solution, but it does not take up any space and can easily be locked away after closing.

"Not only does this mobile solution allow us to optimize the space in the kiosks, but it only costs a fraction of other POS solutions," continues Flaks. "The hardware cost was less than half of the other solutions that we evaluated, and the solution is significantly more cost-efficient to deploy and maintain."

The mobile POS solution is more flexible than a traditional POS. The device enables the sales associate to walk around with the customer and transact a payment from anywhere in the kiosk or even outside of the kiosk.

"We like the fact that our sales associates are not tied to their desks but can engage with the customers," explains Flaks. "We want to be innovative in what we do and customers think this technology is cool."

Another benefit is that the eMobilePOS software is centrally hosted and Launch Footwear does not need to store or maintain any servers. Nor does the company have to pay any expensive license fees for the software.



The iAPS sled adds bar code scanning, card swiping and receipt printing to the iPod touch, providing a complete mobile POS solution.

LAUNCH
footwear

Launch is a new and innovative foot wear brand that was introduced to the U.S. market through Launch Footwear LLC in 2011. The company designs, develops, manufactures and distributes seasonal fashion foot wear at a great value. Launch Footwear offers a full line of children's shoes covering all categories and all the latest trends. The company is headquartered in New Jersey with retail kiosks located in premium shopping malls in the Northeast. Visit www.launchfootwear.com for more information.

eMobilePOS[®]

With more than 10 years experience in mobile store systems and being the first mobile POS solution available in the Apple App Store, eMobilePOS[®] is the most complete mobile POS system in the market. It creates a seamless shopping experience while increasing employee productivity with an unprecedented ROI. eMobilePOS focuses on mobility and simplicity, providing anywhere access to sales transactions and payments. It was recognized with the "Best CTIA Mobile App" award in 2008 and the "Most Innovative Solution" award at RetailNOW 2011. Visit www.eMobilePOS.com for more information.