

POS Solution Music to Nashville Symphony's Ears

August 2011 - In 2006 The Nashville Symphony opened its doors providing the Nashville, TN metro area with a classical music and performance venue for such world renowned artists as Elvis Costello, Wynonna Judd, Ben Folds, LeAnn Rimes and Branford Marsalis. Recently, they had been experiencing some issues with their retail software usability at their symphony center restaurant and bar kiosks.

Locally based [Data Cash Register \(DCR\)](#) answered the call providing point-of-sale systems to restaurants, supermarkets, and retail businesses by selecting the finest hardware and software vendors in the world to supply their system components. DCR helped the Nashville Symphony with transitioning from their old Tessitura software system.

Since the old software did not meet their expectations with flexible programming and provided few reporting options, DCR and Warwick, RI based [POSitouch](#) software teamed up with southern California based [Pioneer POS](#) to produce a customizable solution for the symphony centers Arpeggio dining area and all 9 bar counters. As a value-added systems integrator DCR used the POSitouch systems largely for the many reporting options as well as ease of use in customer maintenance of their own database. POSitouch was a perfect fit handling every aspect of their POS needs due to the nature of the events, since the bar stations receive high volume prior to shows and during intermissions.

The large Symphony Center install required seventeen [Pioneer 15" touch screens](#), 14 printers and 16 licenses along with additional 12.1" thin client products that all helped the solution to take shape. Using [POSitouch](#) to configure user-friendly screens, the Pioneer terminals were an enormous leap forward for the server/bartender interfaces, increasing productivity almost instantly. The immediate benefits were the ability to manipulate menu specials and add items in a more responsive manner to report data more quickly and accurately. This helped provide a greater degree of accountability.

Steve Perdue, Director of Events, Food and Beverage at the Symphony said that "DCR and POSitouch have made this install a seamless and enjoyable experience. Mr. Ransdell and his team went above and beyond to create a perfect completion of this project. I am impressed with the professionalism and technical knowledge they displayed during every communication".

Productivity was certainly aided, but the ability to more deeply manage the menu and reporting provided the customer with the solution they desired. The physical install took only two days, and training took only a single session at the site for approximately 90 minutes. From the time of install the Symphony's next event was live, accompanied by a member of the DCR staff to address any issues as they arose.

"They were very responsive and accurate with every detail during this process. We have over ten registers, a very technical infrastructure and they executed the install with ease," said Mr. Perdue, who also went on to add that, "I would recommend this system and the install team to

any operation wanting to enhance their point of sales systems.” You can’t beat an endorsement like that!

To [contact](#) Pioneer POS call 888.468.9757.

About Pioneer POS

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turnaround. Pioneer POS sells through qualified technology resellers throughout the US and globally.

About POSitouch

[POSitouch](#) is a software development company based in Warwick, RI. The POSitouch system is focused solely on the hospitality industry with technologically advanced solutions for Table Service, Quick Service, Country Clubs, Stadiums and Arenas, Hotels, Cafeterias and Delivery. Today, utilizing an authorized network of business partners and strategic partners, POSitouch is sold and supported throughout the United States, Canada, South America, Europe and the Far East. The POSitouch solution has been installed in excess of 20,000 locations. To learn more visit <http://www.positouch.com>

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