

Pioneer POS Customizes ‘Worldwide’ POS Solution

December 2011 - More often than not someone has either heard of or worn shoes or apparel made by Hush Puppies®, Patagonia®, or Wolverine®. These iconic shoe and apparel brands are just several that comprise Rockford, Michigan based Wolverine Worldwide, Inc.

Wolverine also owns

world renowned brands as Bates®, Chaco®, Cushe®, Merrell®, Sebago®, Soft Style®, Track n’ Trail®, Wolverine®, and Wolverine™ Leathers and is licensed to market and design Harley-Davidson® Footwear and Patagonia® Footwear just to name a few. As Wolverine puts it, “few companies can say they have the world at their feet, both literally and figuratively. As a global marketer of branded footwear, as well as apparel and accessories, this apt saying not only speaks to our focus, but also to the bright future before us”.

Since Wolverine manufactures and sells high quality shoes and other apparel, they needed a high quality POS hardware solution for their retail stores. When they found out their current hardware solution was being discontinued, they called upon Chris Bunda, the Account Manager for [Bob Brooks Computer Sales](#). BBCS has been serving the computer needs of Michigan for over 30 years and have access to thousands of products from top manufacturers in the industry, providing company’s control over printing and imaging environments for easy access tracking the costs of doing business. When BBCS addressed the urgent need for a customizable solution for Wolverine, they turned to California based [Pioneer POS](#).

Wolverine’s retail stores are used to peak performance from their previous POS hardware, and looked to continue that consistency and durability. BBCS and the [Pioneer POS S-Line](#) with integrated Epson thermal printer was the perfect fit. The S-Line will run SAP Retail to handle the storefront POS, which interfaces with SAP's own backend ERP server.

With approximately 100 stores located in the US and UK, every Wolverine Worldwide store requires 2 POS hardware units for their retail stores. Pioneer POS was able to do a fully customizable solution for Wolverine by adding a RAID solution plus an internal CF reader, as well as both changing and cleaning up internal cabling for the S-Line to fit Wolverines needs. BBCS also was able to implement Motorola’s MC75A wireless enterprise digital assistant handhelds for storefront inventory control, and OKI Data printers for Wolverine’s back office printing needs. Chris said that “for 2 years we have been extraordinarily happy with Pioneer as a POS company. Their serviceability and more importantly their customization abilities are second to none”. The S-Line runs most Windows operating systems and offers a wide range of integrated peripherals, such as magnetic stripe readers, biometric reader, barcode scanners and secondary display’s making it ideal for retail point-of-sale.

The [S-Line Series](#) is an all-in-one design, allowing for easy set-up by integrating a touchcomputer with a compact design. Chris said that the footprint of the S-Line “reduced counter space to improve sales” which is perfectly appropriate and in line with what Pioneer is all about...reducing cable clutter and generating additional revenue. The S-Line is also available in [3 sizes](#) freeing up counter space beside your POS terminal by eliminating the need of an external printer. Additional space can also generate additional revenue by displaying

advertisements or selling other merchandise. The S-Line also helps conserve energy since it powers its printer internally eliminating the need for an additional power.

Chris also mentioned that the S-Line is “now the standard POS for all stores and implementation will reach about 150 units with 50 installed so far with the total amount project being about \$450,000 over for the entire Wolverine Worldwide retail footprint”. He went on to mention that “because Pioneer POS was willing and able to customize the end product, I would say that they far exceeded expectations for both BBCS and Wolverine”. Training at each store only took 1-2 days with all remaining replacement system installations currently in progress. Over 100 remaining retail stores are due to have customized units delivered and installed over the next year.

In the end, Wolverine and their world renowned brand names that make up their diverse portfolio needed a POS solution, looked to Bob Brooks Computer Sales and Pioneer POS to provide the perfect answer. With such a diverse business model and established global footprint covering 190 countries and territories Chris concluded that while the overall installation is still in progress, Wolverine is “very happy“ with progress and Pioneer POS.

To [contact](#) Pioneer POS call 888.468.9757 or email at info@pioneerpos.com.

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 Bob Brooks Computer Solutions, Inc.

[BBCS](#) has been fulfilling the needs of the computer industry for over 30 year, and believe in offering fair and honest service at competitive prices. BBCS strives to maintain the highest possible level of customer satisfaction. Their factory certified technicians are available to help you with your equipment problems. Warranty and non-warranty, they service laser, impact, inkjet and multifunction printers and fax machines. BBCS offers service contracts, on-site, in-home and carry-in repair, making BBCS reliable, affordable and prompt. Call today and you'll be a customer for life.

To learn more visit <http://www.bbcs-inc.com>