

Pioneer POS Dependability Rewards Award Winning Creamery

July 2012 – In the southwest corner of Oregon, not far from the California border lays a small town named Central Point, Oregon where a world renowned manufacturer of fine artisan gourmet cheeses called Rogue Creamery, has been in business for almost 80 years. With an ever expanding global reputation of producing award winning blue and cheddar cheeses, Rogue Creamery has been expanding its brand globally, but first needed a dependable point of sale transaction processing solution for 2 of their retail outlets. Not far up the road in Portland, Oregon, [New West Technologies](#) and Dale Fowler were perfect to install [Pioneer POS S-Line All-in-One](#) with integrated EPSON® thermal receipt printers and credit card reader to relieve Rogue’s current hardware terminals from failing, performance diminishing, peripherals maintenance escalating, and repeated power cycles to relieve the limited memory.

[New West Technologies](#) is a one-stop shop for complete point of sale systems. By utilizing the best in class retail software [Microsoft Dynamics RMS software package](#), the Pioneer POS [S-Line](#) terminals, Honeywell barcode scanners and APG Cash Drawer, not only did the Pioneer POS component exceed expectations, it propelled Rogue Creamery to a whole new level for their POS needs. Dale Fowler, Marketing Director at New West Technologies, said that “the Pioneer terminals reduced the POS system footprint and eliminated the overheating issues from maintaining the ‘CPU’ in a lower cabinet”. He went on to say that “the OS upgrades and system performance efficiencies delivered faster transaction processing speeds and better esthetics,” clearly setting the bar to the level that the Pioneer POS All-in-One solution does for clients in the retail space.

“Whether you need to install a new system, added functionality or an update to an existing POS solution, New West Technologies offers the software, hardware and networking services needed to service customers better and make retail spaces run more efficiently and profitably. New West Technologies is a full service IT integrator and an innovative leader designing and implementing retail POS software solutions”. The [S-Line](#) terminals used have a bright 15" display, and are powered by Intel’s Atom, up to Core 2 Duo processor. It runs most Windows operating systems, and offers a wide range of integrated peripherals, such as magnetic stripe reader, biometric reader, barcode scanner, and secondary display.

With their current POS platform no longer being dependable, Rogue’s concerns were increasingly growing in the likely event that terminals failed in the course of a busy day. A representative from Rogue Creamery added that “the ongoing cost of maintaining the old equipment is killing us, the drivers constantly needed updating, and the peripherals are always failing. We needed new gear to make this problem go away.” Dale went on to say that the “transactional efficiency, faster processor, additional memory and storage capacity, new peripherals improving performance and better customer service and esthetic appeal” truly made this technology upgrade well worth it. “The improvements in transaction processing efficiency allowed the Rogue Creamery to serve more customers and potentially not lose revenue from abandoned sales opportunities when the lines are too long or slow”.

Rogue Creamery has won numerous awards including World’s Best Blue Cheese at the World Cheese Awards in London in 2003, the first ever for a U.S. creamery. Along with the World’s Best Blue Cheese, Rogue Creamery won the Best New Product Award as the World’s first Smokey Blue at the National Association Specialty Food Trade (NASFT) food show in New York. In 2009,



Case Study

Rogue River Blue took Best in Show at the American Cheese Society in Austin, TX bringing Rogue Creamery's overall medal total to over 30 in their storied history. By improving productivity and profitability, and keeping the Rogue Creamery's award winning cheese at its highest level, an award winning POS solution truly fit the bill thanks to Pioneer POS. Rogue was able to go live within 12 days including transit time, with the installation only taking 3 hours. Dale concluded that "from their current investment in the new POS gear, they will recoup the value of it inside 6 months".

To [contact](#) Pioneer POS please 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 Microsoft RMS

[Microsoft Dynamics Retail Management System \(RMS\)](#) offers small and midsize retailers a complete point of sale (POS) solution that can be adapted to meet unique requirements. This powerful software package automates POS processes and store operations, provides centralized control for multi-store retailers, and integrates with Microsoft Office system programs, Microsoft Dynamics GP, and other popular applications.

To learn more visit <http://www.microsoft.com/en-us/dynamics/default.aspx>