

## There is No Kidding Around with Pioneer POS

**August 2012** – One of the world’s largest children’s department store chains has been in business for 40 years selling the latest toys, clothing, and shoes. Cookie’s Kids was founded in 1972 in New York and now has 6 locations serving several boroughs around the New York City area. According to Crain’s Magazine, not only does Cookie’s Kids offer clothing, toys, and accessories for newborns and young children, they were rated the #1 school uniform headquarters in the United States. To keep pace with this rapid growth they encountered over the last several decades, Cookie’s looked just across the Hudson River to Hackensack, NJ based [Visual Retail Plus](#) and their point of sale software. Hili Shrem, Director of Business Development at Visual Retail Plus said that “Cookie’s did not have any point of sale system installed and saw that it was time to get everything computerized, with biometrics for their employees, and the ability to pull reporting to manage their business more efficiently.”

Utilizing their own Visual Retail Plus point of sale software on 180 units of [Pioneer POS S-Line](#) all-in-one touchcomputer, Hili said that “Cookie’s realized that in order to be on top of their purchasing, sales, and employees, they must get a software solution that will be as accurate as possible while being user friendly to the sales personnel and upper management. Visual Retail Plus provided Cookie’s with a solution making it a complete package with the Pioneer POS hardware.” The Pioneer POS S-Line is a true all in one solution working in tandem with the VRS point of sale software solution now handling all point of sale, inventory management, loss prevention, purchase ordering and accounts payable activity. Hili added that, “Cookie’s Kids realized that Visual Retail Plus will give them complete control of their stores, shipping and offices in one solution which is what every successful business needs.”

By redefining the all-in-one touchcomputer design, the Pioneer POS [S-Line](#) with integrated EPSON® thermal receipt printer allows for [easy setup](#) and will save precious counter space by reducing cable clutter so that Cookie’s Kids retail stores all across New York can generate additional revenue. The Visual Retail Plus software enabled Cookie’s to control website and in-store inventory, ad hoc reporting of sales, and revenue and tax collected. “Pioneer exceeded their efficiency, and most importantly they now can accurately track of their inventory and employees at the fast rate that they are selling.”

Cookie’s Kids can now also maintain loss prevention by controlling staffing rights to perform various functions, as well as saving employee time so they do not have to manually enter each sale to the back office system. Since the installation they have gained control of items returned, control use of store credit, and expedite customer checkouts as well as eliminating mistakes in credit card processing without having double entry for receipt and credit card terminals. Coupled with Pioneer POS durability, the S-Line also offers a auto-cutter in the printer which helps reduce paper jams. [Replacing the printer’s paper](#) is just as easy as setting up the terminal since it functions as easily as a standard thermal printer. The most exciting feature of the S-Line is the printer’s [patented tool-less "slider" design](#) allowing the printer to be easily replaced in the field in only a few minutes without affecting the entire system ([watch video](#)).

Hili concluded by saying that “productivity greatly improved, and as profitability not realized as of yet, the loss prevention is obvious”. Training of back office Cookie’s employees is ongoing, and the training of cashiers and same day installation took only one full day per store and they were able to go live immediately with VRS data preparations taking only a few weeks. All in all another



## Case Study

win-win-win situation not only for Cookie's Kids, but for VRP and Pioneer POS!

### **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 Visual Retail Plus**

[Visual Retail Plus](#) is headquartered in Hackensack, NJ, just a stone's throw away from the commercial center that is New York City. Our friendly, knowledgeable staff supports a national network of dealers and resellers, and provides solutions to overseas customers from our satellite office on the West Coast of the US. Founded in 1991 as Qualisoft Inc., the company that would become VRP developed a DOS solution for shoe stores. By working closely with retailers, listening to their needs and solidifying their concerns, the program evolved to encompass many more vertical markets. Thousands of users around the globe trust the robust functionality, ultimate flexibility, and practical interface of the VRP retail POS software to run their business.

To learn more visit [www.visualretailplus.com](http://www.visualretailplus.com)