

HP rp5000 POS system launches Travelpro Retail venture

HP POS system bundled with Microsoft Dynamics Retail Management System software automates processes through ERP link



“At the end of the day, what we’re looking at is sales per store. The HP rp5000™ POS system has provided a highly successful solution for taking this data and using it to build orders back into our ERP system.”

—Marco Villavicencio, MIS director, Travelpro International Inc., Boca Raton, Fla.

HP customer case study: Travelpro Luggage Company deploys HP rp5000 POS system in new outlet-mall retail venture

Industry: Retail

Objective:

Launch outlet-mall stores nationwide to complement core wholesale business of luggage and travel accessories manufacturer and distributor.

Approach:

Deploy HP hardware/Microsoft Dynamics software for comprehensive point of sale/retail management capabilities linked to corporate ERP system.

IT improvements:

- Collect comprehensive transaction, inventory and customer data
- Integrate with ERP system for automated control
- Establish scalability for nationwide retail-outlet expansion
- Minimize space, energy footprint

Business benefits:

- Manage inventory to replenish store stock
- Centralize control of multi-store operation
- Automate processes for maximum cost efficiency
- Establish foundation for strategic expansion

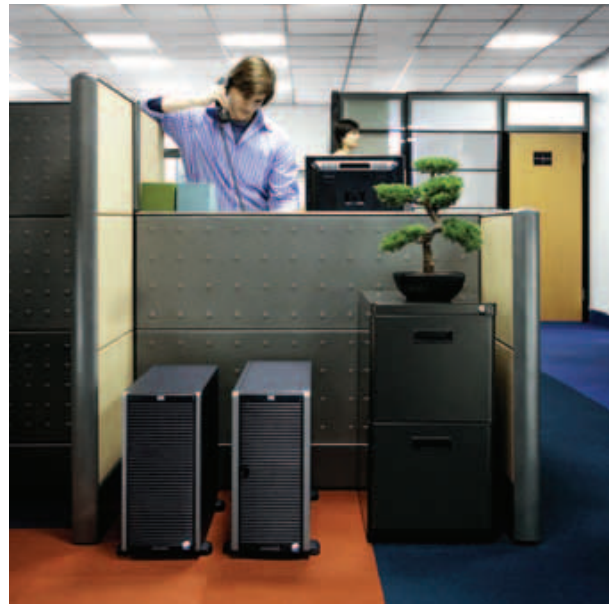


For years, Travelpro International Inc. has been a leading manufacturer and wholesale distributor of luggage and travel accessories sold under the Travelpro, Atlantic Luggage and Austin brands in major department stores. Recently, Travelpro decided to expand into the retail business, selling overstock and discontinued items in Travelpro outlet-mall stores. Knowing it would need a powerful system to process transactions and data, Travelpro chose the HP rp5000 Point of Sale system paired with the Microsoft Dynamics Retail Management System (RMS)™.

“We’re an HP shop. All our servers, our desktop PCs and remote-user tools are HP,” says Travelpro MIS Director Marco Villavicencio. “The HP rp5000 Point of Sale system is our brand of choice, and the Microsoft Dynamics RMS software handles the data collection and processing we need to run a growing multi-store operation.”

"I've been in the IT industry a long time. HP is the brand of choice. HP tools outlast and outperform any others I've used in the past."

— Marco Villavicencio, MIS Director,
Travelpro International Inc., Boca Raton,
Fla.



Expanding a top-flight business

If you've ever seen airline pilots and flight attendants wheeling their carry-on luggage through the airport, the chances are nine out of 10 of the bags were from Travelpro. The company was founded by a former pilot, and airline personnel remain loyal customers. Travelpro today, however, is a key supplier to high-end department stores throughout the United States. Its own expansion into the retail arena—starting with five stores in 2007 and slated for another 12 to 24 in 2008—was carefully planned to avoid competition with Travelpro's wholesale client base. Travelpro stores carry only overstock or discontinued merchandise. If one of their leading department stores is carrying Platinum5, for example, only the retired Platinum4 product line will be sold in Travelpro outlets. Accurate product selection, inventory control and pricing are critical to making the whole system work.

That's where HP and Microsoft come in. After considering all his POS software options, Villavicencio had pared his choices down to two solutions, one of which was Microsoft Dynamics RMS. He turned to Retail Technology Experts TM (RTE), a 17-year-old retail technology company based in Miami Lakes, Fla.

"RTE did an exceptional job demonstrating the software and recommending the hardware we'd need both at the retail level and at headquarters," Villavicencio says. "They gave us objective input on which system would best meet our demands."

"We engage in a detailed needs analysis process with our prospects and we help them choose the best solution that fits their business needs and their budget," says Mahendran Ramanathan, president of Retail Technology Experts. "When their solution is successful, we're successful. The retail hardened rp5000 and the



rp5700 lines from HP, along with Microsoft Dynamics RMS, are a great fit for retail customers like Travelpro.”

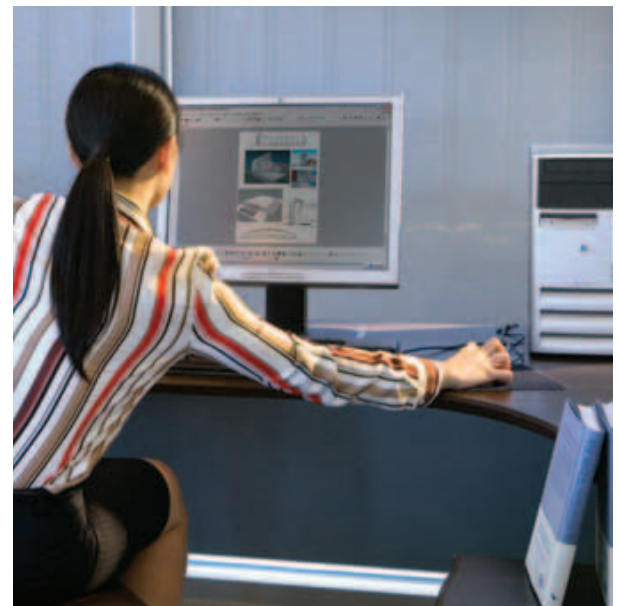
One of Villavicencio’s key requirements was to be able to easily integrate the new POS system with Travelpro’s FourthShift ERP System from SoftBrands, which runs on Microsoft SQL database. “Since we were already on a Microsoft platform, the TCO with Microsoft Dynamics RMS was much less,” Villavicencio explains. “In the end, the TCO criteria made it an HP and Microsoft decision.”

HP partner and distributor Arrow ECS, a global technology solutions distributor, joined Retail Technology Experts in fulfilling Travelpro’s system needs.

The solution Travelpro selected is a combination of HP hardware and Microsoft software. The HP rp5000 Point of Sale system—one in each store—offers a compelling combination of features. Being retail-hardened, it features a steel chassis to withstand heavy use for continuous long-term operation. It also includes extra fans for cooling and an oversized power supply which contribute to the exceptional durability and reliability of the HP rp5000 Point of Sale system. Easy to use, the system is simple to learn and operate by each store’s four or five employees. What’s more, its size and shape meet Travelpro’s needs precisely.

“I thought about the size of the system, for aesthetic reasons. How’s it going to look at the register?” Villavicencio says. “And, if the device needs to be moved, can employees pick it up? The HP rp5000 POS system was perfect for us. It’s not big and bulky. In fact, we don’t even keep it on the counter.”

Bundled with Microsoft Dynamics RMS software, the system captures each store’s operational data including customer, transaction and inventory



information. Travelpro also uses Microsoft Dynamics RMS Headquarters module for centralized multi-store control. Villavicencio built a custom interface to Travelpro’s ERP system, using the HP ProLiant ML 350 as a gateway to the POS and the HP Compaq dx2000 as a desktop PC. The system is on a schedule to perform routine maintenance and to pull information from each store to headquarters after stores close, automating a data-driven loop from cashier to inventory restocking.

“At the end of the day, what we’re looking at is sales per store, so here at headquarters we know what to replenish, at what price points,” Villavicencio says. “This company is still mainly a distribution organization; we’re almost treating the stores as customers to our distribution. We take the sales data and use it to build orders back into our ERP system.”

Customer solution at a glance

Primary applications

Customer transactions, data gathering, data analysis, inventory selection and control, pricing, enterprise resource planning

Primary hardware

- HP rp5000 Point of Sale System
- HP Compaq dx2000 Business Desktop PC
- HP ProLiant ML 350 Server
- HP LaserJet 3050 All-in-One Printer

Primary software

- Microsoft Dynamics Retail Management System (RMS) Store Operations
- Microsoft Dynamics Retail Management System (RMS) Headquarters

HP Services

- HP Care Pack services on selected hardware

Partners at a glance

Retail Technology Experts

Retail Technology Experts was instrumental in providing Travelpro’s HP rp5000 Point of Sale system and the Microsoft Dynamics RMS Software. Retail Technology Experts is a leading retail technology company based in Miami Lakes, Fla. RTE has been providing Point-of-Sale (POS) and Inventory Control solutions to retailers for the past 17 years in the United States, Caribbean and Latin America.

www.RetailTechnologyExperts.com

Arrow ECS

HP supply channel partner Arrow ECS is a global provider of products, services and solutions to industrial and commercial users of electronic components and computer products. Arrow ECS serves markets including telecommunications, information systems, automotive and transportation, medical and life sciences, industrial equipment and consumer electronics. A Fortune 200 company with nearly 12,000 employees worldwide, Arrow ECS, based in Melville, N.Y., works through a global network of 260 locations in 55 countries and territories.

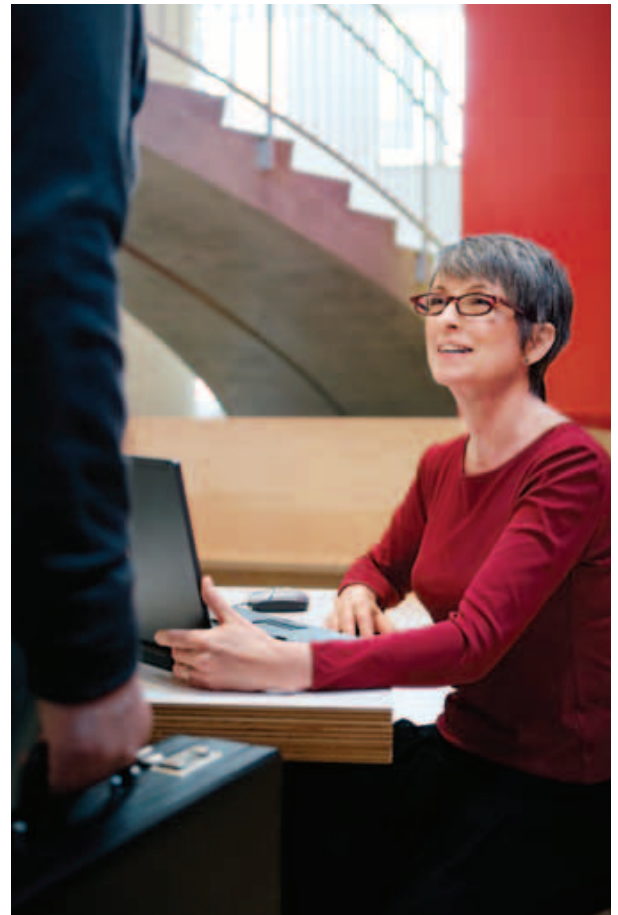
www.arrow.com

Travelpro also deploys an HP LaserJet 3050 All-in-One Printer in the back office of each store, to print signage, extended receipts and other business documents.

With its HP POS solution in place, Travelpro's retail venture is off to a flying start. A customer can walk into any Travelpro store in the chain and if the customer requests, sales personnel are able to access that client's records through the network. Store shelves are stocked with the right products at the right time and at the right price. Recently, Villavicencio conducted physical inventories at three stores to check against the Microsoft Dynamics RMS system counts, and found the results accurate enough to schedule physical inventories just twice a year instead of twice a quarter—a significant time and labor savings.

The solution also is scalable as the retail chain grows, and provides functionality for retail strategies Travelpro might explore in the future, such as personalized marketing.

"Our HP POS/Microsoft Dynamics RMS solution has been an essential part of the stores' success," Villavicencio says. "The RMS software provides all the data we need to manage and run our stores. The HP rp5000 POS system provides the hardware foundation to reliably run our applications. It's been a fantastically successful POS solution."



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