



An NCR Success Story

"We've been impressed with the ACS product as well as the knowledge, continuity, and friendliness NCR people have brought to the table." - Dana Emch, Director of Information Technology for Buehler's



The Customer

Founded in 1929 in New Philadelphia, Ohio, Buehler's is widely recognized as a pacesetter for independent grocers. Today, with 11 stores spread across Ohio, Buehler's mission is to satisfy customer needs as effectively and professionally as possible in a manner that differentiates the company from other retailers. To accomplish this goal, Buehler's relies on providing quality merchandise at competitive prices, maintaining operational excellence, and fostering and nurturing customer relationships.

Buehler's stores are large in size – ranging from 80,000 to 110,000 square feet. To complement its vast grocery selection, Buehler's offers a wide range of customer convenience departments such as Pharmacy, Flowers, Video

Rental, and Film Development, as well as several highly differentiated services such as Kidz Park – a fully staffed childcare center within the store that is managed by a trained childcare provider, Parcel Pick-up Lane – an innovative system that automatically transports customers' groceries from the checkout station to a designated vehicle pick-up area outside the store, and a Cooking School, where visiting culinary professionals give free cooking lessons to customers.

The Challenge

Buehler's has maintained a strong relationship with NCR for more than two decades. However, it wasn't until 1998 that the company was introduced to NCR Advanced Checkout Solution (ACS). At the time, Buehler's had a need for a point-of-sale (POS) solution that allowed customer-specific target marketing and centralized remote management, functionality that was not supported by the solution it had in place. After evaluating several options, Buehler's decided ACS was clearly the best choice and quickly implemented an ACS solution that also consisted of NCR RealPOS™ terminals, NCR DynaKey™, NCR RealScan™ scanners, NCR printers, and signature capture.

The Solution

NCR ACS software is an ideal solution for high-volume checkout environments like Buehler's. Designed to

Buehler's Fresher Foods

INDUSTRY/MARKET

Retail – Food

NCR SOLUTION

- NCR Advanced Checkout Solution (ACS) software
- NCR RealPOS terminals
- NCR Dynakey
- NCR RealScan scanners
- NCR printers
- NCR signature capture

CHALLENGE

Find a new POS solution that would allow Buehler's to implement customer-specific target marketing and centralized remote management.

SOLUTION

Buehler's found that NCR ACS software is an ideal solution for high-volume checkout environments because of its adherence to industry standards, scalability, and ability to run on multiple hardware platforms, all of which provide Buehler's maximum flexibility and investment protection.

RESULT

ACS has delivered superb results at Buehler's by:

- maximizing customer throughput
- increasing employee productivity
- lowering operational costs through centralized management
- providing a highly flexible and robust promotional pricing capability

enhance a retailer's ability to retain profitable customers and improve labor productivity, it quickly and easily adapts to changing business environments. The ACS architecture adheres to industry standards and delivers hardware and software scalability. In addition, ACS runs on multiple hardware platforms including NCR's latest POS terminals, providing maximum flexibility and investment protection. With features like the Advanced Store User Interface used with NCR Dynakey, the web-enabled Customer Information Display, and the highly customizable Consumer Marketing module, ACS is clearly a best-in-class POS product that allows Buehler's to differentiate itself from the competition.

The Solution Benefits

ACS has delivered superb results at Buehler's by maximizing customer throughput, increasing employee productivity, lowering operational costs through centralized management, and providing a highly flexible and robust promotional pricing capability. "We are completely satisfied with ACS", says Dana Emch, Director of Information Technology at Buehler's. "It has allowed us to make offers to individual customers based on their buying patterns. It has also allowed us to centralize management of our stores," he adds. Furthermore, by taking advantage of ACS features such as scrolling receipt, sorted receipt, and variable gift card, Buehler's has been able to extend the value of its POS system far beyond the original goals.

As Buehler's looks towards the future, ACS will continue to play a vital role in store operations. The company has started the integration of ACS with a fuel management application they recently installed. "Everything about ACS works as we want it to and we are confident this will continue," says Emch.

For more information, visit www.ncr.com, call 866.431.7879, or email retail.contactus@ncr.com.

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