

## INDUSTRY: Retail

### OBJECTIVE

- To obtain reliable hardware and preserve limited space

### INSTALLATION

- Breeze All-In-One
- Univeral Printer Base

### RESULTS

- Reliable hardware system that is always online
- Smoother service for customers
- Saved counter space
- A higher level of customer service
- Consistant flow of food & drinks for customers

*“Our point-of-sale hardware was getting degraded by the constant use and outdoor conditions, especially during summer weekends.”*



A Belmar, New Jersey institution, Klein's Fish Market got its start in 1924 when Ollie Klein Sr., patriarch of the Klein family, sold fish from his truck. A year later, Ollie Sr. bought a property at River Road and Main Street, along the Shark River, opened a storefront and dreamed of eventually running a restaurant. Although he died in 1972, the family business continued to thrive, operating as a retail and wholesale market until 1990, when a kitchen was installed. The dockside dining was so popular it grew into Klein's Fish Market and Waterside Café and then expanded to include Klein's Grill Room & Sushi Bar.

As one of the most popular surf spots on the East Coast, Belmar Beach draws thousands of sun worshippers every year. Klein's Fish Market is well-liked by visitors and locals, who come to Klein's for its drunken clams, Sunday brunch, fresh fish and waterside dining.

During the peak summer season, as many as 350 beach revelers would crowd into Klein's Tiki bar. It was a tight squeeze, so servers had to maneuver around to get drinks and orders out in a timely manner. But complicating matters in this already small space was the restaurant's point-of-sale system, which needed frequent repositioning so it would work correctly. The constant shifting around of the equipment caused too much contact with the wiring, which shorted out the system. Work flow was disrupted, orders and checks backed up and staff had to spend valuable minutes figuring out how to get the system working again.

“Our point-of-sale hardware was getting degraded by the constant use and outdoor conditions, especially during summer weekends,” said Ollie Klein, owner of Klein's Fish Market and Waterside Café. “The longer we used it, the worse it got to the point that it was shutting down several times a night.”

Klein's needed reliable hardware that could withstand the rigors of heavy use, hot weather and salty sea air, so the family sought assistance from Business Systems Management before their 2013 summer season started.



*"It was important for Klein's Fish Market to have reliable hardware without too many wires laying around."*

*"The Breeze All-In-One is durable enough for Klein's busy summer season and the touch screen is easy to read and use, day or night."*

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## **The Solution:** *Implement a Reliable POS Hardware System*

Klein's Fish Market chose Touch Dynamic's popular Breeze All-In-One terminal, equipped with the Atom 1.6 Processor and pre-installed RMS point-of-sale software. The new set-up includes a 15-inch touch screen, integrated magnetic stripe reader and universal printer base.

Touch Dynamic's universal printer base integrates the receipt printer into the stand, saving precious counter space and reducing cable clutter, which was causing some of Klein's main issues.

"Touch Dynamic equipment is reliable and it's easy to install and repair," said Jack O'Connor of Business Systems Management, the Touch Dynamic reseller who performed the install. "Since the staff is so used to having to move around their POS components to make it work and causing issues with the wires, they are relieved to now have one unit that works every time, without any shaking necessary."

Business Systems Management installed five new stations, three in the outdoor Tiki Bar, one at the take-out counter and one at the cashier station.

"It was important for Klein's Fish Market to have reliable hardware without too many wires laying around," said Craig Paritz, President of Touch Dynamic. "The Breeze All-In-One is durable enough for Klein's busy summer season and the touch screen is easy to read and use, day or night. And the universal printer base means that there is only one unit, which doesn't need to be moved around in order to work properly."

The staff at Klein's is thrilled with the new problem-free hardware and has been able to provide a higher level of customer service with faster turn-around times.

"We've seen much smoother service this summer than we have in previous years," said Ollie of Klein's. "Since our system is always online, our staff has been able to keep the good times going with short waits and a consistent flow of food and drinks. If you're in town, stop by Klein's and enjoy some of the shore's favorite drinks and freshest fish in the area!"