



## Speed and Ease of Use Come to the Checkout As Independent Grocer Moves to NCR Solution

The NCR RealPOS™ High Performance Scanner/Scale works like magic when it comes to consistently capturing bar code information. No wonder the owner of Chelan Red Apple Market, in Chelan, Wash., alludes to wizardry in describing how effortless scanning is with his new NCR front-end system.

"All it takes is one easy, fluid motion to get an item to scan, not grinding something into the glass to get it to read," says Tony Race. "There's not a lot of going back and forth over the reader. It's like waving a wand."

More generally, that's how Race characterizes the powers of the four-lane NCR Advanced Checkout Solution (ACS) that SNCR, Sacramento, Calif., competently installed in his supermarket last fall. With the flip of a switch, many of his front-end troubles were gone.

Employing NCR's Optical Effects Technology, the NCR RealPOS High Performance Scanner/Scale has improved scan read rates and speeded checkouts. Most items scan the first time, every time, he says. Cumbersome manual code entries are almost a thing of the past.

***"This scanner is very responsive and accurate and it seems to pick up everything quickly," he says. "Local wineries we buy from put their own bar codes on, and the old system didn't pick them up well. Now they're easily scanned, as are longer, 12-digit codes."***

Other elements of the NCR system have also worked wonders. With its NCR RealPOS 80xrt Workstations, NCR RealPOS DynaKey™, NCR RealPOS Two-Sided Thermal Printers, NCR RealPOS Full Size Cash Drawer and NCR ACS software, it is a vast improvement over his old one, Race says.

Configured so that each terminal can operate independently, the system is designed to ensure that any failures in one part of the system are isolated and the rest of the store continues to operate flawlessly. That, says Race, relieves him of worries about crippling system crashes.

In addition, the system's robust database generation and retrieval capabilities are intriguing, he says. When one customer questioned a credit card charge, Race says he was able to call up the detailed transaction that had occurred weeks earlier.

Other notable system features Race values are two-sided receipts that eliminate long strips of paper for shoppers; its ease of integration with his grocery supplier's system; and the DynaKey-enabled simple user interface that allows ready information display on checkstand monitors.

To top it off, Race says vendor SNCR provided timely installation and thorough training, allowing him to move seamlessly into the new system.

"I started out wanting something that would help me buy and sell groceries better," he says. "What I have is a system that's truly amazing. It has unbelievable report-generation capabilities, and one that's efficient, fast and helps build credibility with our customers."

