

J2 helps Zarraffa's be head and shoulders above the rest!



The Client

Zarraffa's Coffee: Award winning speciality coffee

Established in 1996, Zarraffa's Coffee is an Australian owned and operated organisation brewing speciality coffee and distributing award winning coffee beans through 43 stores across Queensland and New South Wales.

The word Zarraffa's comes from the Arabic word 'Zarafa' which means 'Giraffe'. Not only is this an appellation of the company displayed in the company logo, but it has also played an integral role in creating the company motto and mission statement: "to be head and shoulders above the rest!"

Testament to Zarraffa's Coffee's commitment to building a strong business, the company received the Gold Coast's most venerated honour of being awarded Gold Coast Business of the Year in 2007 and 2008. In addition to this, Zarraffa's Coffee won the Retail, Wholesale & Distribution Award for 2007, 2008 and 2009 in the Gold Coast Business Excellence Awards.

Busy business with POS issues

Between managing 43 stores across two states and maintaining the philosophy of being "head and shoulders above the rest", there is little room for error in any form, especially technical faults.

Zarraffa's Coffee's harsh working environment, which generally consists of minor spillages, bumps and a high paced transaction speeds, meant that POS terminals would have to be able to meet the arduous demands on a daily basis.

Unfortunately Zarraffa's Coffee suffered the consequences of their terminals not being up to the task with multiple terminals running slow due to the lack of processing power and reliability issues. At times this issue escalated to the point that terminals would overheat, resulting in operations slowing to a standstill, ultimately causing unnecessary stress on the sales clerks.

The problem was further exacerbated by the fact that Zarraffa's Coffee were operating with multiple brands of POS terminals, making maintenance and repairs inefficient and costly. Furthermore, the POS terminals only came with a one year warranty offering little to no accountability after the first year.



"Having developed Zarraffa's POS software I have trialled and tested multiple POS touch terminal solutions and nothing could provide the same grunt, flexibility, ease of use and ROI as J2's hardware".

*Zarraffa's Coffee IT Manager,
Robert Marsden*

The Hunt for a POS solution that is up to the task

Taking on the challenge to streamline daily operations, Zarraffa's Coffee IT Manager, Robert Marsden, began the search for a solution that would ensure the company's ongoing success in achieving their company motto. This would mean standardising POS terminal brands with an efficient and reliable solution.

Being the director of the POS software development company, Addictive Technology Solutions and the IT manager of Zarraffa's Coffee, Robert was more than familiar with the technical demands of the POS terminal. Due to the demands on the software and fast paced environment of Zarraffa's Coffee, the company required a POS terminal with enough processing power to keep up with the operators.

Furthermore, the shortfalls of previous POS terminal brands made reliability and accountability a major priority. It was essential that the POS terminal could withstand minor bumps, the spillage of coffee and the high operating temperatures associated with the fast pace and day to day operations of Zarraffa's Coffee. If in the event that something did become faulty, Zarraffa's Coffee would need to have the support of a single supplier.

Finally, Zarraffa's Coffee required a POS terminal with the option to upgrade various aspects of the hardware to cater for future software and business growth without the costly service fee. This would offer them the flexibility to cost effectively upgrade their POS hardware to maintain its position as "head and shoulders above the rest".

The J2 Solution

Zarraffa's Coffee process each order at the front counter with food orders being automatically transferred to the kitchen where they are displayed on bump screens and orders removed upon completion. To achieve this they implemented a J2 POS solution consisting of the versatile J2 580 and the world's first POS touch screen terminal with a dual core processor, the J2 650.

Ideal for POS operations, Zarraffa's Coffee have utilised the J2 650 for over the counter operations due to its raw power and rugged design. Boasting a high speed dual core processor and RAID functionality, the J2 650 has exceeded the demands of the intensive POS software and the busy environment of Zarraffa's Coffee. Furthermore, with a watertight seal and a resistive touch screen, Zarraffa's Coffee knew that the J2 650 would have the ability to withstand spillages and minor bumps.

The J2 580 offered Zarraffa's Coffee a fanless, compact design and flexible mounting options, ideal for their kitchen bump screens. Whether mounted on a pole, wall or on the desk, the flexible VESA mounting capabilities coupled with its compact design meant Zarraffa's Coffee could save much needed kitchen space. Additionally, the J2 580 features a fanless design which reduces the amount of dust and grime damage commonly found in the kitchen environment giving Zarraffa's Coffee further peace of mind.

Zarraffa's Coffee knew that both the J2 touch terminals offered "easy to upgrade" functionality. With the need to upgrade due to their rapidly growing business, Zarraffa's Coffee would have the ability to customise and upgrade terminals to suit their needs.



"Two main reasons made me go with Phil and J2. 1. The product is superior and 2. Phil and his team are proactive and responsive to the point that they manage to get back to me within an hour or so.

*Zarraffa's Coffee IT Manager,
Robert Marsden*

Why J2?

With such a busy company, focusing on leading the industry, Zarraffa's Coffee needed somebody who was responsive enough and had the knowledge to support the company at the other end of the phone.

J2 Retail Systems has a history of satisfied customers, who receive factory level support, with a lead time of less than a day. As J2 Retail Systems are the manufacturer they therefore have the ability to respond within a few hours with expert advice.

Furthermore, with a standard 3 year warranty on all J2 touch terminals, Zarraffa's Coffee gained both the accountability and the unbeatable return on investment that they were after.



"This is the first touch terminal that I have been able to simply unscrew just two screws to access the inside to make my upgrades and no un-cabling. I managed to upgrade the RAM in a couple of our units within a few minutes, in store!"

*Zarraffa's Coffee IT Manager,
Robert Marsden*

The outcome of the J2 solution

The major advantages that Zarraffa's Coffee have gained from the J2 solution are reliability and efficiency. Since changing their POS terminals to J2 terminals, Zarraffa's Coffee have experienced a remarkable increase in operating efficiency and have managed to reduce customer wait time.

Additionally, without the fear of the touch terminals reducing their speed or overheating, sales clerks have noticeably been less stressed, allowing them to focus on customer service.

Thanks to the compact design and the VESA mountability of the J2 touch terminals, Zarraffa's Coffee has enjoyed additional space both at the front counter and in the kitchen. They have also benefited from the convenient location of the units, providing staff with a more ergonomic working environment and the customers a comprehensive purchasing experience.

One of the most notable features for Robert Marsden, was the technician friendly design. Boasting hot swappable drives and an easily accessible motherboard, Robert is now able to perform upgrades in store, reducing operation downtime to a matter of minutes.

Over the past 12 months of operating the J2 touch terminals, Zarraffa's Coffee have benefited from J2's unbeatable low cost of ownership with no system slowdowns or overheating. Couple this with J2's standard 3 year warranty; they have already started to see the incredible return on investment, making the J2 solution one of Zarraffa's Coffee's best decisions.

The benefits at a glance:

- Quick / powerful performance
- Versatile mounting functionality
- Ease of repair / upgrade
- Good level of ports and connectivity
- Efficient responsive factory level support
- Excellent ROI
- Standard 3 Year on-site warranty

About J2 Retail Systems

J2 Retail Systems is a specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries. With 50,000+ units installed worldwide, its client base is broad across Europe, USA and Asia Pacific.

By controlling its own design and manufacture, J2 has built a reputation for innovation, reliability and cost-effectiveness. Credited with introducing 'thin client' EPoS to the market, J2 uses emergent technologies wherever possible to reduce the cost of hardware ownership.

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