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CASE STUDY

WHO: RRVWEL

# Introduction

Booster Juice is a global chain of premium juice and smoothie bars. Rapid growth was pushing the company into the Post-Cash Register Age. Most of the modern POS systems the company looked into would handle its day-to-day transactions, but stakeholders were looking for one that was stable, flexible and, most importantly, came with 24-hr support.

This case study will look at how Vivonet solved Booster Juice's problems, and in the process, became an invaluable partner in their success.

## What is the Post-Cash Register Age?

The sentimental scene of a café owner ringing up their customer's purchases on a countertop cash register today seems as outdated and impractical as horse-drawn carriage.

The modern quick service environment is now firmly in the digital age; nearly 75% of transactions are debit or credit card-based<sup>1</sup>, gift card redemption is experiencing double-digit growth<sup>2</sup> and the recent arrival of web-based merchant partners like Groupon have given rise to the need for even more complex functionality.

But transaction facilitation is almost secondary to the demands created by today's data-driven business climate. Every interaction with a customer produces a wealth of invaluable information. Progressive businesses mine this data to predict trends, better manage food and labor costs and spend their market dollars more effectively. In the past, information management like this was only available from costly business intelligence software, but organizations in the Post-Cash Register Age now demand it from their POS systems.

## What Booster Juice Needed

Booster Juice sells healthy smoothies and light meals across 300 locations worldwide, and planned to grow by 50 more in 2012. It's the kind of growth that led Director of Information Groups and Technology Steven Lee to look past his network of cash registers and seek out a modern point of sale system.

"The cash register is obsolete," Lee says. "We needed a stable, proven single point solution."

Also high on their list of must-haves was a product they could support and control. With store locations across a wide geographic area and devices that are left in store for years, remote support for franchise partners and device/menu security compliance were important for maintaining brand integrity.

Because Booster Juice's IT team was small and needed to sustain locations across North America, Europe and India, Lee also needed a high level of remote tech support.

Cost was obviously a consideration as well, especially after some systems Lee researched would have been \$9,000 per location at the time to replace hardware and license software.

So when Lee applied his criteria to all available solutions, one company stood out from the rest, and the relationship between Booster Juice and Vivonet was forged.

## A Partnership In Action

Vivonet's impact on Booster Juice was immediate and significant. In the first year of using the Vivonet Cloud POS platform, Lee saw significant increases in royalties from franchisees and reductions in employee theft and user error. "It keeps people honest," he said. Lee estimates that with **savings of \$1.5 realized in that first year**, the solution easily paid for itself.

Lee is also happy with the reporting capabilities the Vivonet Cloud POS; particularly the ability to pull reports daily, hourly or even quarter-hourly from any computer with an Internet connection. "We noticed a marked improvement in sales reporting and planning. It was information that has allowed us to grow."

Even with that growth, Lee says the fact Vivonet's servers host all the data collected and the world-class support they supply means Booster Juice hasn't had to increase IT headcount. "I consider Vivonet's Help Desk to be part of my staff."

In one instance, a potential allergy information issue arose, and the support team at Vivonet worked through the night to implement a custom feature that would prompt staff to notify customers when the drink was ordered.

"Vivonet doesn't stop until it's done," Lee says.

## Conclusion

Steven Lee couldn't be happier about his decision to use Vivonet. "I love working with Vivonet, they're a fantastic, flexible partner to our business."

He has worked so closely with their support and product development staff that his suggestions and custom requests have helped in the continued evolution of the product." It feels like we are all one big team working together."

And with Vivonet making an aggressive push into the mobile ordering space with its mobile product, this burgeoning relationship will continue to benefit both companies as they evolve and grow.

## For More Information

Contact Vivonet Marketing  
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1 <http://bit.ly/zpgRWH>[http://www.google.ca/url?sa=t&rct=j&q=percentage%20transactions%20debit%20credit%20versus%20cash&source=web&cd=9&ved=0CGcQFjAl&url=http%3A%2F%2Fwww.ecb.in%2Fevents%2Fpdf%2Fconferences%2Fecb\\_oenb%2FArango\\_Huynh\\_Sabetti.pdf%3Fb147e7a95a17174969ebd8c2d2906a44&ei=U4xJT5rAP0vKiQKVqbnaDQ&usg=AFQjCNEGT08IHnSFzk9CbMG-1NNN-d3lg&sig2=H1yFj1Aq2DEFNCp2RxriNQ](http://www.google.ca/url?sa=t&rct=j&q=percentage%20transactions%20debit%20credit%20versus%20cash&source=web&cd=9&ved=0CGcQFjAl&url=http%3A%2F%2Fwww.ecb.in%2Fevents%2Fpdf%2Fconferences%2Fecb_oenb%2FArango_Huynh_Sabetti.pdf%3Fb147e7a95a17174969ebd8c2d2906a44&ei=U4xJT5rAP0vKiQKVqbnaDQ&usg=AFQjCNEGT08IHnSFzk9CbMG-1NNN-d3lg&sig2=H1yFj1Aq2DEFNCp2RxriNQ)  
2 <http://www.prlog.org/11664232-gift-card-sales-continue-to-increase-in-first-half-of-2011.html>