

Independent Retailer Valley Grocery Rebuilds After Devastating Fire with Help From Partner Tech's Durable POS Terminal

The Problem

Valley Grocery is a successful small town grocery store located in Keene Valley, New York that has served as a staple in its community for over 50 years. For most of time it had been in operation, Valley Grocery had been utilizing an outdated and inefficient cash register with limited functionality. Always looking to improve, they wanted to upgrade to a system that would provide the much-needed increase in control over operations, including inventory, price control, and back office management.

Scott Campbell from CSS Retail Systems provided Valley Grocery with Keystroke point of sale (POS) software and Partner Tech's SP-850 POS terminal, as well as installation and services. Partner Tech is known for offering attractive, advanced technology that is not only user-friendly, but is also rugged and durable enough to withstand harsh environments and heavy use. The durability, especially, is a quality that proved to be useful shortly after the installation, when Valley Grocery experienced a devastating fire that burned for many hours, and required help from multiple fire departments to extinguish.

The Solution

Before the fire nearly wiped out everything in the store, Valley Grocery had seen major improvements in its price accuracy, inventory control, and time management. The installation had taken only 6 hours, training had taken 20 hours, and the grocer was able to go live with the technology within a week. The technology had proven itself to be useful and played a key role in the store's profitability.

Because the Keystroke POS software and Partner SP-850 POS terminal had previously enabled Valley Grocery to streamline their



processes, improve their pricing accuracy, and offer better inventory control, the owners of Valley Grocery were eager to see that the system was able to be salvaged and could continue to work.

Though the Fire Chief called the building a “total loss,” after surveying the damage, co-owner Bruce Reed noted that the SP-850 POS terminal was still intact and undamaged. Reed decided to plug the terminal in and attempt to turn it on. To his immense surprise, the POS terminal was fully-functional. While almost everything else the store had been utilizing was counted as a loss, the POS terminal survived, enduring intense heat and scorching from the fire for over four hours, as well as water damage from the fire hoses as the fire department worked to extinguish the flames.

The Result

Thanks to the durability of the Partner Tech SP-850 POS terminal, Valley Grocery’s technology is still intact, and the store was able to access all of the important information and data they had relied on before the fire.

With help from the community, Valley Grocery has decided to rebuild the store and continue running. All of the store’s data from the POS system had been saved, and will play a critical role in helping Valley Grocery as it goes back into business. Without the POS system, all of the data would have been lost permanently, but because of Partner Tech’s durable hardware, the information can still be accessed and utilized.

Because the POS technology is still functional, Valley Grocery will continue utilizing the system in the new store and reap the many benefits of the technology, including the increase in control the store has over operations, better pricing, and streamlined inventory process.

The POS system Valley Grocery chose will enable the store to further optimize pricing and improve processes once it is re-opened, generating more revenue than before. The extra revenue from the system will help the grocery store to recoup some of the losses they suffered from the fire, and allow them to remain competitive and profitable.

*“After the fire, everything in the store was destroyed or damaged,”
said Sandra Hsia, President of Partner Tech USA. “They waited a month,
and then restarted the SP-850 and it WORKED and is still running today.”*