

Stadium and Arena POS Deployment

Overview

Customer Profile

MetraPark in Montana is the largest multi-facility event venue of its kind within the neighboring five states. This includes Rimrock Auto Arena, Expo Center Grand Stands and a Pavilion surrounded by a pond, park and stables.

Business Situation

After a devastating tornado severely damaged MetraPark the entire POS network was replaced – but it did not perform to expectations and had to be replaced again.

Solution

45 Posiflex terminals were deployed in all the retail and food & beverage concession stands. No terminal has failed since its 2011 initial installation for 100% uptime.

Benefits

- Reliable POS so every event is able to maximize sales
- Speedy processing for high customer satisfaction
- Low cost of ownership as terminals are virtually maintenance free



Corralling Concession Sales at MetraPark

The MetraPark in Montana is a multi-facility event venue that serves over 650,000 patrons a year, the largest of its kind within the neighboring five states. Owned by the county, the event center brings entertainment to its patrons, and millions of dollars into the local economy.

MetraPark has a total seating capacity of 26,000, and spans 156,200 square feet of space in the Rimrock Auto Arena, Expo Center and Montana Pavilion. The facility includes stables, a pond, and beautiful parks to explore. Concert headliners from rock, pop, country and comedy has performed at MetraPark, including Elton John, Motley Crue, Kelly Clarkson, Tim

McGraw and Larry the Cable Guy. The Metrapark additionally hosts everything from high school graduations and sports, to rodeos, state fairs, horse racing, trade shows, motor events and more.



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Metrapark's stadium after the tragic tornado

Unexpected Tragedy

In June 2010, the "Father's Day Tornado" hit Billings, Montana. It was one of the worst tornados they had seen in 50 years. High winds, hail and flash flooding accompanied this twister, which sat on top of the Rimrock Auto Arena for 15 minutes ripping off its rooftop and destroying the inside of the event center.

The administrators from MetraPark took this as an opportunity rather than a loss.

They decided to redesign and rebuild the arena, rather than make it a copy of the original. In this rebuild, the administrators wanted the best of everything, from the seats to the POS systems.

Posiflex—The Right Choice for Newly Rebuilt MetraPark

In the renovation, MetraPark called in two vendors: A POS reseller who recommended Posiflex, and another vendor who recommended an Electronic Cash Register (ECR). Even though the POS reseller carried both POS hardware vendors, he recommended that, "An ECR system will not work. I will not quote on it. You need a Posiflex driven

POS network." MetraPark went, consequently, with the ECR deployment recommendation.

Within a few months MetraPark found the ECRs did not perform as desired and failed to scale in a large stadium wide deployment. MetraPark and the County Commissioners Office called the reseller to fix the ECR network. He said, "No, I will not fix it. I'm not going on top of someone else's problems. I still stand that Posiflex is the right system."

"We cannot afford any downtime. We need a POS system that works first time, every time. Posiflex always delivers."

— Sam Merrick
Director of Food Services
MetraPark

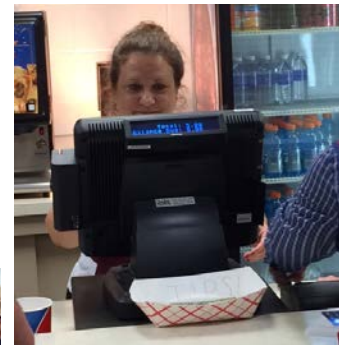
Shortly after, all ECRs were removed and replaced with 45 Posiflex terminals in 24 retail and food & beverage concession stands. The concession stands are a mix of those run by the county and space rented. The POS is as simple as a one-button screen with "BEER" in huge letters, to a complete table service system for the skyboxes overlooking the arena. Additional concessions, both MetraPark owned and rented, include quick service and fast casual concepts.

Since 2011, MetraPark has not had a single Posiflex failure. The POS reseller validates that,

"Posiflex has a proven track record. We've had an extremely excellent experience with Posiflex. It runs and runs. No other terminal has given us the same positive experience. Everything is reliable for a while, but only Posiflex works for the long haul."

Sam Merrick, Director of Food Services, sums up his experience as, "Posiflex – always on." It is extremely important for hardware and software to be "always on, and up and ready. With a one-night function, you have only one chance to cash in, as it may be weeks between events. There is no luxury of catching a problem until a POS system is in actual use. We cannot afford any downtime. We need a POS system that works first time, every time. Posiflex always delivers with a great team of support," notes Sam Merrick.

Another 25 Posiflex terminals are scheduled for the Fairgrounds in the next deployment phase. ■



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