

## TallySoft Retail Management Software and Star Printers Equip Specialty Retailers to Enhance Customer Experience

Specialty retailers are facing more competition from big box retailers and e-commerce businesses than ever before, and they are exploring technology options to support efficient, profitable operations—but at the same time delight customers with great shopping experiences. TallySoft’s Retail Management system, TallySales™, is strategically designed to deliver both.

TallySales combines the art and the science of retail to provide retailers in niche markets with exactly what they need to operate successful businesses. The flexible, fully scalable, Windows-based touchscreen point of sale (POS) and retail management system provides easy-to-use tools for day-to-day functions as well as data analytics aimed at more effective customer loyalty, marketing, inventory control and labor management. TallySoft serves clients across the United States and internationally with its state-of-the-art software and highly responsive customer service.

### THE SITUATION

The TallySoft network of resellers provides one-stop shopping for retailers looking for complete solutions. In addition to TallySales software, the TallySoft network can provide POS hardware, payment processing, security, internet service, installation, and POS peripherals.

The TallySales solution often includes a mobile component that enables retailers to provide better customer experiences and increase sales potential. It also provides its retail clients line-busting capabilities during the peak season, even with limited counter space. But at the end of every transaction, TallySoft clients needed the ability, whether at the counter or on the sales floor, to provide the shopper with a receipt.



**ISV:** TallySoft

**Industries:** ProShop, Gift Shop, Ski Shop, Sporting Goods, Hobby/Toy Store, Surf Shop, Boutique, Apparel, Footwear, Coffee Shop

**Products:** Star Micronics line of portable printers

**Solution:** Mobile POS solution including TallySales POS and retail management system and Star Micronics SM-S230i



## THE SOLUTION

TallySoft evaluated printers for its solutions, not only looking at functionality and performance, but also considering support. “TallySoft is a software company and dealing with hardware issues and support is something that we like to leave to the hardware experts. Star’s support team has won rave reviews from our customers with getting the customer’s questions and issues resolved quickly,” said Mike Stephenson, COO of TallySoft.

TallySoft also found that Star’s portable printers, such as the SM-S230i, are the perfect solution for TallySoft customers leveraging mobile POS solutions. The compact and lightweight SM-S230i 2-inch portable printer is easy to connect via Bluetooth or USB. This thermal printer also features a durable design for use on a busy retail sales floor, even during the periods of high-volume traffic and sales. “Customers love Star portable printers for mobile devices. They allow sales associates to step out from behind the counter and engage customers on the sales floor,” Stephenson said.

## THE RESULTS

TallySoft solutions including Star printers are easy to install, configure, and test—usually a process that takes only a few days. Star printers work with TallySoft software, so new TallySoft customers could use existing printers—saving them time and money.

TallySoft customers also appreciate the ability to take advantage of Star’s added coverage programs: “Extend-A-Star,” which allows customers to extend the printer maintenance program beyond the limited warranty, and “Swap-A-Star,” which has helped our customers get a replacement printer within 24 business hours. TallySoft clients praised both programs for helping them keep their business up and running during critical situations.

Moreover, the TallySoft-Star solution is easy to learn and use—a new employee can ring up sales after just 10 minutes of training. The solution gives retailers the advantage of an intuitive system that requires less time learning and navigating and more time focused on creating exceptional shopping experiences and understanding their customers, which ultimately leads to greater competitiveness.

