

CONDOR POS SOLUTIONS Reseller Solution Case Study



Overview

Reseller: Condor POS Solutions

Website:

www.condorpossolutions.com

Retail Market: General Retail

Reseller Profile

Condor POS Solutions is a locally owned and operated company that offers reliable point of sale software and hardware to a variety of retail segments.

Business Situation

For many years, Condor had successfully serviced the needs of its existing clientele. As the company continued to grow, owner, Dave Appleton, looked to expand their current point of sale offering. The company required a feature-rich application that would allow them to target a new customer profile, while satisfying the growing needs of their current customers.

Solution

After evaluating a number of options, Condor chose to represent Auto~Star Compusystems' Star~Plus and Star~Link software solutions. As an Auto~Star reseller, the company has been able to diversify their product selection from their competitors and attract a new group of customers.

Condor POS Solutions, located in Medicine Hat, Alberta, is a locally owned and operated company that offers reliable point of sale software and hardware to a variety of retail segments. Started in 1982, the company now has several locations throughout Alberta and is known for providing exceptional customer service and support from their qualified technicians.

For many years, Condor had successfully serviced the needs of its existing clientele. As the company continued to grow, owner, Dave Appleton, looked to expand their current point of sale offering. The company required a feature-rich application that would allow them to target a new customer profile, while satisfying the growing needs of their current customers. After evaluating a number of options, Dave chose to represent Auto~Star Compusystems' Star~Plus and Star~Link software solutions.

As an Auto~Star reseller, Condor has been able to diversify their product selection from their competitors and attract a new group of customers. "We were looking for a product where we could build our business and not just be another 'me-too' company. Auto~Star has been the core of our diversification," said Dave. Most importantly, Auto~Star has allowed Condor to expand its offering, without cannibalizing the sales of their existing products.

The Star~Link chain management solution has been an intricate part of their diversification. "If you have an opportunity with a chain store and do not already have an enterprise solution in place, it is difficult to just learn one. You need to already be immersed in the product. It is a long term strategy," explains Dave.

Condor has also been very impressed with the ability of the software. Features such as advanced inventory control, suggested ordering, and customized signs and labels have been very popular among customers. A major selling feature has been the Scientific Purchasing Module, which allows stores to calculate the most precise order quantities, using information such as sales history, current inventory on hand, seasonality, and next order date.

In addition, Condor has benefited from Auto~Star's industry-leading "You Come First" Reseller Program. Auto~Star has provided a number of sales leads that have helped the company to acquire new and profitable business opportunities. "In the first year, Auto~Star became 20% of our install sales," said Dave. Condor has also taken advantage of valuable sales and technical training, educational webinars, and a variety of collaborative marketing initiatives. Dave is quick to comment that "Auto~Star is very open to any type of assistance."

"We were looking for a product where we could build our business and not just be another 'me-too' company. Auto~Star has been the core of our diversification".

Dave Appleton, Owner,
Condor POS Solutions

Auto~Star's advanced applications have provided Condor with the tools necessary to expand their business. "Auto~Star has been very beneficial to the growth and future of our company," said Dave.

About Auto~Star

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, health and natural product, and general retailers across Canada, the United States, and the Caribbean. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs.