



WICKED THE MUSICAL TRUSTS ITS OPERATIONS TO DATASCAN RETAIL SYSTEM

Background

WICKED, the spectacular hit Broadway musical, tells the untold story of the legendary witches from L. Frank Baum's classic, *The Wonderful Wizard Of Oz*. Currently running at the Apollo Theatre London and enjoying huge success, Wicked Merchandise (Araca Merch Europe Ltd., an affiliate of The Araca Group, LLC) chose Retail Pro to underpin their extensive merchandising campaign with 13 POS units networked at this single site with a back office polling to a Retail Pro server in the USA

Industry: **Theatre**
HQ: **New York**
Offices: **London**
WebSite: **www.wickedthemusical.co.uk**

Solution

Product: **Retail Pro 8.6 & Swift RI**
Scope: **Stratford-Upon-Avon**
Retail Pro Customer Since: **2006**
Servicing Partner: **Datascan Retail**

CUSTOMER CASE STUDY

Why did you choose Retail Pro?

Brian Pace (Director of Business Systems) describes why Retail Pro and DataScan Retail were his solution of choice.

"We have operations in several countries, and required reporting and inventory management to work across borders and currencies while the language interface, the credit/debit EFT solution, and VAT reporting remains correct locally. We chose Retail Pro due to its established track record of providing solutions to multinational operations, its deep base of support literature, and its flexible reporting capabilities".

What did you think of Datascan's customer service?

"As a theatrical merchandise company, we face unusual challenges as compared to most retail stores: everything from intense transaction rates (high volume over brief periods), unusual reporting requirements to address multiple royalty and commission payments, to the need to operate without keyboards at the tills. Datascan met every challenge with a solution, and did not leave until they were certain the implementation satisfied our needs. They have continued to work with our sales managers to expand our store and its capabilities, and have promptly addressed any concerns. I would recommend Datascan without question, and will continue to use them whenever possible".

System Overview

12 Tills using Retail Pro
Integrated Chip & Pin using YESpay EFT
IBM Server & Lenovo PCs guarantee reliability
700 - 900 transactions per night

