

# Xanterra Parks and Resorts Inc.



S U C C E S S  
S T O R Y

## Top Park Concessionaire Xanterra Serves Visitors With Pippard POS Solution and Epson Printers.

“The overall reliability of the POS system and Epson printers was the most important factor in meeting Xanterra’s needs.”

Gerry Metzger,  
Sales and Marketing  
Pippard, Inc.



The TM-T88IV offers fast printing, industry-leading reliability and low cost of ownership.

*Xanterra Parks & Resorts Inc. is the nation’s largest park concessionaire. Based in Greenwood Village, Colorado, the company operates concessions at many of our National Parks including Yellowstone, Death Valley, Grand Canyon, Zion, Mount Rushmore and more. All told, its operations span nine states, 5,000 guest rooms, 55 retail stores and 68 restaurants.*

### Reliability is critical to good service

Xanterra Parks & Resorts takes customer service very seriously, including the service provided by their gift shops throughout the parks. Since customers typically visit once in a lifetime and frequently on tour buses, a store often has only one opportunity to sell merchandise and create a memorable retail experience. “Even if a single register fails in a multi-register store, the odds increase that some shoppers won’t have time to complete their purchases,” said Tom Mullen, technical project manager at Xanterra. “This could mean a significant loss in revenue especially during the busy summer tourist season.”

### The right system for the job

When it came time to select a new point-of-sale (POS) system for the gift shops, Xanterra turned to Pippard, an Epson Envision VAR Partner, located in Burlington, Ontario. Because of the remote locations of the stores, Xanterra needed a rugged, highly reliable POS

system that could be supported remotely and maintained by staff or store level personnel. Xanterra chose Pippard’s MRT1377 POS terminals, including CPUs, keyboards, touch screens, dual cash drawers, barcode scanners and card readers, together with Epson’s best-selling, award-winning TM-T88IV thermal receipt printers. The company also selected the Raymark Xpert-Series suite of retail management software. “We felt confident that our recommended POS system and maintenance plan would be the best solution for Xanterra,” said Gerry Metzger from Pippard. “We were able to combine best-of-breed components and deliver the lowest total cost of ownership in the industry.”

### Putting partnership to work

Working in support of and within the requirements of the U.S. National Park Service, Xanterra must meet the high standards each location demands. Whether under the peaks of Mount Rushmore or in the desert heat of Death Valley, the Xanterra outlets are there to provide a service to thousands of visitors every year. The POS solution provided by Pippard with Epson TM-T88IV printers was tailor-made to ensure Xanterra delivers the quality of service required during even the busiest times of the year, and it has succeeded beyond expectations.

### The thermal printer you can rely on

Pippard selected Epson's best-selling TM-T88IV printer for Xanterra's POS system based on its industry-leading reliability so essential for high-volume environments and fast print speeds that keep lines moving. Put that together with the TM-T88IV's easy-to-use-features, easy maintenance and low power consumption, and it all adds up to a winning solution for Xanterra. The TM-T88IV was named "Best Channel Product" for 2009 by Business Solutions Magazine and Epson printers have consistently been rated number one in RIS News retailer surveys.

### H I G H L I G H T S

- Rugged MRT-based POS systems offer remote service features
- Epson's TM-T88IV printers deliver fast, quality printing
- Pippard's MRTs and Epson printers offer top reliability
- Best-of-breed POS system with Pippard and Epson hardware offers low cost of ownership

### Pippard delivers best-of-breed solutions

Pippard provides retailers like Xanterra with a single source for POS hardware, integration services, precision direct shipping and perfected warranties. Their systems are built using their rugged Modular Retail Terminals and best-of-breed POS products and are known for their reliability, remote service features and the lowest MTBF in the industry. The company maintains solid ongoing relationships with top POS vendors like Epson to give their customers the solutions they need.

### Epson. The leader in POS printing

Epson, a leader in POS solutions, offers the broadest line of POS printing solutions available today. Epson is known throughout the industry for printers that deliver high performance, industry-leading reliability, advanced printing technology and most importantly a low total cost of ownership that translates directly to a retailer's bottom line.

### EPSON SOLUTION PARTNER

#### Hardware and Software:

Epson TM-T88IV printers  
Pippard, Inc. integrated POS system  
featuring Pippard's Modular Retail Terminal  
Raymark Xpert-Series of retail software



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