

PGA National Resort & Spa



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

Epson printers and MICROS POS system score big in Palm Beach Gardens, Florida

“Teaming up with Micros Systems and Epson was like watching the ball go straight into the hole from the tee shot.”

Lee Dubey
Director of Information Technology
Ecclestone Organization



Epson hospitality printers improve speed of service and customer satisfaction.

With five 18-hole tournament-caliber golf courses, world-class spa, many fine restaurants, 19 tennis courts, a health and racquet club with personal training facility, a croquet complex, swimming pools, a 26-acre lake and large conference center, PGA National Resort and Spa is one of America’s top resort destinations.

Revitalizing resort operations

To stay ahead in a competitive industry, the resort’s management is taking steps to revitalize its operations and attract even more visitors. A major move was the resort’s decision to upgrade its food and beverage facilities by replacing old legacy point-of-sale (POS) systems with the turnkey MICROS® 9700 Hospitality Management System, Epson® TM-U220 impact printers and TM-T88III receipt thermal printers.

Staying with Epson was easy

“We’ve been successfully using Epson printers with our older systems for years, so when MICROS Systems suggested that we upgrade to newer Epson printer models, it was an easy decision for us,” said Lee Dubey, director of information technology at the Ecclestone Organization, which owns the PGA National Resort & Spa, also the headquarters of the Professional Golfers Association (PGA) of America.

Keeping pace with increasing volume

“Like many POS legacy systems put in place at that time, the older technology was causing a lot of problems and couldn’t handle the increasing volume of the resort,” said David Mulhall, senior sales executive at



MICROS Systems, Inc. (NASDAQ: MCRS), an Epson Acclaim Strategic Business Partner that provides enterprise applications for the hospitality and retail industries worldwide. Over 150,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries.

Improving quality of service

PGA National Resort selected the MICROS enterprise solution for its open system design approach. With Workstation 4 Windows® CE .Net terminals, NetVuPoint, an MSSQL browser-based reporting interface and the Epson printers, the new system has dramatically improved the guest experience throughout the resort’s 339 guestrooms, 50 two-bedroom club cottages, 23 meeting rooms, and multiple food and beverage outlets. Guests are no longer held up by outdated technology as they enjoy room service, breakfast at the Citrus Tree, a quick bite after a round at the 19th Hole, or dinner at Shula’s Steakhouse.

Working with winners

The PGA National Resort was MICROS Systems' first significant Internet Protocol-based printer installation. With Ethernet and USB options, the TM-U220 printer fits into any kitchen network. The resort could easily plug the printer into its standard network connection. "Anywhere we have a network drop, we're able to connect a remote printer like the Epson TM-U220, a perfect solution for our action-packed kitchens," said Dubey.

H I G H L I G H T S

- Open system design offers maximum flexibility
- Ethernet and USB options provide easy network connectivity
- TM-U220 two-color impact printers increase kitchen efficiency
- TM-T88III thermal printers deliver fast and quiet printing
- Drop-in paper loading decreases service delays
- Epson quality and reliability reduce cost of ownership

Reliability for demanding environments

The resort put the Epson impact printers to work in the heart of its busy kitchens, where they withstand demanding shifts throughout the day and night. The compact TM-U220 printer is reliable and built for high speed throughput, offers right-sideup, two-color, black and red printing to highlight kitchen orders and help the staff more efficiently service guests.

Living up to expectations

Another Epson model, the TM-T88III receipt printer, is positioned along side the POS terminals at all restaurants throughout the resort and in the 40,000 square foot spa.



"Consistently named the 'best spa in Palm Beach County,' we have a reputation to live up to,"

said Dubey. "Epson thermal printing has made a big difference in speed and reliability." At 5.9 inches per second, the printer easily handles the high volume. And, its drop-in loading feature with auto cutter also cuts down on delays.

Choosing technology for growth

"Upgrades like the new POS system and printers are important steps as the PGA National Resort & Spa enters a new phase of growth and renovation," said Dubey. "Our partnership with MICROS Systems and Epson has changed our whole approach about the integration of technology, which positions us well for future growth."

For more information, visit Epson at www.pos.epson.com, the PGA National Resort & Spa at www.pga-resorts.com and MICROS Systems at www.micros.com.

EPSON SOLUTION PARTNER

Hardware and Software:
MICROS Systems, Inc.



PGA National Resort and Spa upgraded all their POS systems using MICROS Systems and Epson Printers.