

## AGNE Stores Enhance Operational Efficiencies with DUMAC's RORCv6 Point-of-Sale System

Harvest Market, Vista Foods and Sully's Superette are three of New Hampshire's premiere community grocery stores. Owned and operated by Associated Grocers of New England (AGNE), the three retailers have grown by continuously looking for ways to enhance the shopping experience for customers and make their business operations more efficient. Harvest Market, Vista Foods and Sully's Superette have rich heritages of success.

Harvest Market currently operates two stores in Wolfeboro and Bedford, N.H. The Wolfeboro store was purchased in 2008 from Denis Devylder, an AGNE customer and the Bedford store was part of AG Supermarkets' purchase of the Allegro's Supermarkets in 1989. The Harvest Market brand within AG Supermarkets represents a high quality, reasonably priced mix of traditional and specialty products within all its perishable and non-perishable departments.

Vista Foods operates stores in Laconia, N.H. and Newport, Vt. The Laconia store was purchased in 2004 from a former AGNE customer and Newport was purchased in 2008 from Robert George, also an AGNE customer. As with all of AG Supermarket's stores, the Vista Foods brand is well known for its quality products at affordable prices. The two stores are located in busy, downtown areas in their respective communities.

John and Lillian Sullivan opened Sully's Superette in 1937. The original Sully's opened in 1937 on South Main Street in Manchester, and expanded in 1987 with the opening of the Goffstown location. Originally located on South Main Street in Manchester, N.H., the business expanded in 1987 to include a new second location in Goffstown, N.H.

Purchased by Associated Grocers of New England in 2012, Sully's has built its brand on providing quality products and personalized customer service to the communities it serves. Sully's currently operates two locations in Allenstown and Goffstown, N.H.



Technology plays an important role in Harvest Market's, Vista Foods' and Sully's Superette's tradition of providing an excellent overall shopping experience for each of their customers. All three retailers recently upgraded to RORCv6, a point-of-sale software system designed to help independent grocers continuously increase the efficiency and effectiveness of their business operations.

Nancy Pierce, Retail Bookkeeping Manager for Associated Grocers of New England, noticed immediately that the system increased efficiency and was easy to use. In addition, Pierce pointed out that RORCv6 has reporting capabilities that were not available on previous point-of-sale systems.

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"We use RORCv6 to automate all sales reporting for each of our six stores," says Pierce. "The system automatically sends sales reports to store managers and helps facilitate the flow of information throughout the organization."

One area where RORCv6 has benefited Harvest Market, Vista Foods and Sully's Superette is with cash management. Among the capabilities that all three grocers utilize is the safe balancing tool. The feature improves the efficiency and accuracy of balancing the cash in the store's safe at the end of a shift, allowing each store to hold their office personnel as accountable as their cashiers. This streamlined approach reduces the time required when changing shifts and virtually eliminates counting errors.

"Everything is faster with RORCv6," said John Bilodeau, store manager of Sully's in Goffstown. "The efficiency of RORCv6 speeds up the reporting process, the cash balancing saves more time and employees can now move customers more quickly through the checkout line."

Another area where RORCv6 has benefited Harvest Market, Vista Foods and Sully's Superette is the ability to easily set up promotions and specials through RORCv6's promotion management tool.

"RORCv6 gives us the ability to set up and create promotions that we couldn't before," said Bob Fitzpatrick, store manager of Vista Foods in Laconia. "We also can now include some types of pricing that wasn't previously available, making it easier for us to run advertising on the register receipts. If we want to place advertising on receipts, all we have to do is walk to the back office and set it up on the computer. It's as easy as a click of the mouse."

When any of the stores want to make changes, additions, or combine RORCv6 with other systems it already uses, Pierce notes that the process is simple. "DUMAC's team is very responsive and adaptable to our needs," she said.

In addition to the immediate benefits, Pierce adds that RORCv6 positions Associated Grocers of New England stores for the future by serving as a solid, robust platform that will easily enable the roll out of new solutions and technologies. For example, DUMAC is currently working with Associated Grocers of New England to integrate its accounting software into RORCv6 so that real-time sales reporting from all six stores goes directly into the system.

"The ability to integrate RORCv6 with our accounting software will streamline the accounting process and make everything even more efficient," said Pierce. "We're very happy with how DUMAC has been able to customize our individual stores' needs into the RORCv6 system and are excited to be able to remotely access data for all of our stores in just a few keystrokes."

Another capability that RORCv6 seamlessly supports is e-commerce. Associated Grocers of New England recently rolled out online grocery shopping services to its Sully's locations in Goffstown and Allentown with the integration of Rosie's eCommerce platform into the RORCv6 system. All retailers using RORCv6 software have access to Rosie's eCommerce suite, which includes web and mobile shopping apps for consumers, order fulfillment tools, digital marketing services, and data analytics.

"Rather than maintaining wonky data bridges or manual processes to make e-commerce work, RORC has allowed our Sully's locations to automate the work, making it easier on our store associates, reducing labor costs and most importantly delivering a better experience to our customers," said Pierce.



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