

LANGENSTEIN'S, NEW ORLEANS OLDEST GROCERY STORE, UPGRADES TO DUMAC'S RORCV6 POINT-OF-SALE SYSTEM

Since opening its doors in 1922, Langenstein's has been known as the "go to" place for groceries and gourmet food items in New Orleans.

Michael Langenstein, the founder of Langenstein's, began by serving meats and seafood out of a small corner store. The store performed well and eventually moved to a larger location. Langenstein expanded services over the years by selling prepared gourmet meals and providing specialty food items that couldn't be found anywhere else. Today, with three locations in Louisiana, it continues as a fifth generation family owned and operated business and the oldest full service grocery store in New Orleans.

Although the first store goes back more than 90 years, Langenstein's has stayed up-to-date through the decades on technologies that help better the business. In 2014, Langenstein's installed DUMAC's RORCV6, a point-of-sale system designed specifically for the independent grocer. RORCV6 provides a variety of time and cost efficient features such as cash management tools, report management, and the ability to access this information remotely.

Ellis Lanaux, chief information officer of Langenstein's, noticed immediately that the system increased efficiency and was easy to use. In addition, Lanaux points out that RORCV6 has reporting capabilities that were not available on Langenstein's previous point-of-sale system.

"We use RORCV6 to automate all sales reporting," says Lanaux. "The system sends daily and weekly sales reports to store managers and otherwise helps facilitate the flow of information throughout the organization."

When Langenstein's wants to make changes, additions, or combine RORCV6 with other systems it already uses, Lanaux notes that the process is simple and fast. For example, like many grocers, Langenstein's also works with BRdata, a software solution company that provides item maintenance and back office support. DUMAC was able to seamlessly adapt RORCV6 system to BRdata, which created a holistic system that meets all of Langenstein's needs.

"DUMAC's team is very responsive and adaptable to our needs," he says. "The ability to integrate RORCV6 with BRdata has been great for us and I would recommend the combination to any other grocer. We just submit a ticket and RORCV6 is further customized for our particular needs."

With an intuitive design, a simple dashboard, and fewer keystrokes required to access data, the RORCV6 system saves time and keeps grocers on track. Lanaux believe RORCV6's ease-of-use and accuracy have contributed to the efficiency and success of the business, and adds, "We've been very happy with it."



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