



# Case Study: SamoaTel

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Infinity thrives in tough island conditions



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—Raymond Fruean, Manager Retail and Distribution

### —About Samoatel

- + A State Owned Enterprise providing postal, and fixed line and mobile phone services
- + Turnover: NZ\$50 million per annum
- + Staff: 300
- + Number of outlets: 11 situated on Samoa's two main islands Savaii and Upolu

### —Key Infinity Features

- + Full offline capability
- + Flexibility and configurability
- + Advanced industry-specific functionality
- + Fast, intuitive transaction processing
- + Lower total cost of ownership



# Infinity Thrives in Tough Island Conditions



Western Samoa can be a tropical paradise, but its 80% average humidity and fluctuating power supply can be hard on computers and software.

So when SamoaTel, which provides postal, telephone and mobile services for Pacific Island nation's 180,000 people, needed a new point of sale system, it turned to Infinity Retail Management System.

The requirement: Robust POS software for a challenging environment

SamoaTel's Manager of Retail and Distribution Raymond Fruean says that the launch of new mobile brand Go Mobile in January 2007 prompted the company to review its POS software.

SamoaTel wanted to deploy a common POS software across its six postal outlets and four new Go Mobile retail outlets. And it wanted to replace the existing postal outlet POS software because the system was prone to freezing up, which meant the POS terminals needed to be rebooted, Raymond says.

"That's a big issue for our operation if the POS freezes. You have customers waiting and you lose sales while you reboot," Raymond says.

So Samotel embarked on a worldwide search for a robust and reliable software that could remain working despite the challenges of Western Samoa's climate and idiosyncratic power supply.

"The weather here is not conducive to running PCs. The humidity gets into everything," Raymond says.

"Also the power supply fluctuates, which is a big killer of computers. We don't have power filters, so if someone turns on too many plugs over the road, it can affect our power supply," Raymond says.

SamoaTel was also looking for POS software that could be easily configured to provide dedicated functionality for its post and mobile operations.

## The solution: Triquestra International's Infinity Retail Management System

SamoaTel selected Triquestra International's Infinity Retail Management System because of its reliability and ability to keep POS terminals operating as stand alone units during a network outage.

The new software was rolled out in 2006 and is deployed at head office located in the capital, Apia, in the back office of each Go Mobile and Samoapost outlet, and in PC-based POS terminals in 30 lanes.

As part of the software package Triquestra International supplied Extended Service Modules (ESMs) that provide customised functionality for SamoaTel's Go Mobile and Postal retail outlets, without needing to change Infinity's core functionality.

"Infinity provides mobile and postal functionality that runs alongside the usual POS functionality. We looked everywhere for that, in the UK, USA and as far away as South Africa, and we couldn't find it," Raymond says.

Triquestra International's postal functionality provides an overlay that calculates prices for posting an item depending on its weight, destination and the class of postage required.

"It gives the customer different prices and they select one. This price then pops up as a single entry on the POS screen, which also records anything else the customer buys," Raymond says.

The mobile functionality provides a similar capability. It calculates a range of price options for customers based on different plans, types of handsets and contract terms, and then creates a single line item on the POS screen.

## The benefits: Reliable, cost effective software with powerful redundancy

Raymond says that Infinity has lived up to expectations as reliable and robust software.

"It never crashes, it always works. In retail it's a catastrophe if your cash register crashes and your customers are backing up. With Infinity you never have that problem."

And Infinity's superior redundancy, which enables the POS terminal to keep working during a network outage with no loss of sales data, has proved invaluable.

"Infinity has full redundancy if the network lines go down. Each POS unit can run on its own if the LAN is broken or the phone lines go down, which can happen a lot in the islands," Raymond says.

For managers, Infinity makes analysing data and creating customised reports straightforward.

"Because it runs on Microsoft SQL you can drag data from databases on to Excel spreadsheets, manipulate the data and create your own reports, which is another great feature," Raymond says.

And on the shop floor, Infinity is proving to be very easy for staff to use.

"It's very, very user friendly. When things are nice and easy to use staff tend to use them correctly."

Finally, Infinity also makes the accountants happy.

"It's very cost effective for what it can do," Raymond says.



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