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Godstone Farm enables detailed Business Planning through the Cloud using Casio's V-R100 EPoS Solution

Secure access from anywhere, on any device, future proofs' Attraction's business processes.

Godstone Farm and Play Barn family attraction is located in the beautiful rolling Surrey countryside and welcomes over 200,000 visitors a year, keen to enjoy hands-on interaction with farm animals; the large indoor soft play; sample delicious homemade fare served in the tea rooms and purchase local produce and gift merchandise from the Farm's onsite shop. Open every day, Godstone's inventory is wide ranging and spans from admission tickets to cakes; to pencils; to pet feeds with over 500 items available for purchase.

Rosie Smith is the Farm's Office Manager keen to ease administration; simplify stock reconciliation and empower management reporting for all. To achieve this and maximise capital outlay, Rosie accepted that it was essential to replace the Farm's existing standalone cash registers with a fully integrated, networked EPoS solution. To be fully future proofed, Rosie recognised that the EPoS needed to be Cloud enabled to facilitate secure access and multi layers of downloadable functionality from anywhere.

"We were starting completely afresh procuring an EPoS system. Simply put, the functionality of the old registers did not extend further than compiling end of day till readings and itemising transactions generically by either food, drink, tickets or goods. There was no way of knowing which areas were performing; no way of reconciling stock; nor anyway of being able to verify previous transactions. Without this level of accounting, we were out in the cold when it came to understanding revenue and stocking levels." Rosie reflected.

Knowing there had to be more effective ways to understand purchases, Rosie contacted Premier Cash Registers in Redhill, her local supplier, who provided a business plan that was presented to the Board requesting approval for the immediate purchase of three Casio V-R100 EPoS Cloud Based Solutions designed for small business.

Onsite, two V-R100's were placed inside the busy shop; with another inside the tea room. The units arrived ready to plug and play, straight from the box, with only connection to the Internet being required with no heavy installation overhead or interface cables normally associated with EPoS installs. Staff seemed delighted with the change from manual push pad buttons to scrolling through transactions on the large 10.4" LCD colour touch screen as they would their own iPhone or home tablet device.

In fact, comparisons with their own domestic devices is accurate, as the Casio V-R100 is one of the only hospitality designed Android PoS devices on the market to assist every part of the business process. Accessing the Casio Cloud Suite is enabled through logging onto the Casio Business Portal allowing businesses to download relevant applications and modules of the Cloud solution, without incurring costly licence fees.

In the retail outlets, the V-R100 quietly started to revolutionise the stock process which used to be conducted by manual

stock counts each quarter taking anything up to four days to complete, with managers in-between estimating low stocking levels casting their seasoned eye on stock volumes. Rosie comments. *"The main reason for embarking down the Casio EPoS route was to have total transparency of stock availability. Before we relied on reasoned management to predict the stocking levels and prompt restocking; today, I simply go online, log-on to the account in the Casio Cloud and I can see exactly how many items of any line that I have left. This is achieved with pin-point accuracy in real-time".*

Indeed, Godstone are in the process of enabling automated ordering with select suppliers so that when stock items reach a certain threshold, a purchase order is automatically generated and served from the Casio terminal.

With online advance ticket sales growing in popularity each season, Godstone have merged the former payment and manual comparison process into one, directly through the EPoS solution to facilitate one easy barcode enabled ticket, read through the till and containing all the transaction detail. Annual loyalty ticket purchases are now similarly served, with purchasers being able to buy their elected season ticket in the gift shop on the day of their visit, with the original admission ticket price deducted at the till and the saving being shown on the back of the admission card.

Till transaction processing is far more accurate and faster. Readings at any time in the day, allow the attractions' management to monitor how many people are in the park at any one time. This helps Godstone predict flow around the attractions and decide on how many rides are likely to be required. For instance, when attendance levels are lower due to inclement weather, staff resources can be directed elsewhere. And, as the information is held in the Casio Cloud, various layers of management can view the park data at any one time. This multi-user access is becoming increasingly important as the Farm drills down in order to achieve greater efficiencies.

Overall product performance can be derived at the touch of a button, helping to monitor effectiveness of add-ons such as those offered at the Farm's popular parties, offering seamless party planning, from party bags to platters to ice creams. Rosie comments. *"It's the little things that can make a big difference and making sure that we have a full range of add-ons to keep the party running smoothly is essential. The fully enabled Casio Cloud Solution allows the kitchen and the gift shop to simultaneously check on*

the orders to ensure that the party bags are ready. It's seamless, but essential party planning on the volume we have."

As with all levels of the Casio Cloud Solution, it empowers the user, with access to the modules they need to make the best business decisions. Adding new items onto the V-R100 through the Cloud is now enabled by Rosie, who can add items on the product maintenance screen by logging on to the V-R100 solution via the Internet. For the serving staff behind the till, they are limited to scanning, entry and transaction reconciliation and with training now fully completed and staff competent, any additional retraining can be quickly identified as voids show clearly. And when discrepancies with customers occur such as a transaction that was paid previously, no longer does it require the painstaking manual process of going through each transaction for the day. Rosie, via time and date stamp, Rosie can go straight to the transaction amount in question. The whole daily cashing up procedure is carried out over the Cloud, with daily comparisons of actual cash recorded in the till.

"With the Casio EPoS Cloud solution we have a great infrastructure enabler that empowers immediate and relevant decisions in relevant areas of the Suite throughout the attraction. We are pleased that the Farm is using the Casio Cloud Solution and we see its importance growing as we download further modules and applications such as marketing." Rosie concludes.

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