

The Toshiba TEC and SwiftPOS Advantage

Sydney - February 2009 - When two of the leading and most respected companies in hotel, pub and bottleshop POS join forces, then it's a sure bet there's going to be something worth sitting up and taking note of; and it's happened! Toshiba TEC, a leader in integrated POS hardware for hospitality, and Samford Software, a leading software development company that has been providing POS software solutions to the hospitality industry for 14 years, have changed the face of business efficiency and profit for bottleshop owners and hoteliers.

According to Samford Software Managing Director Grahame Day, the right hardware platform for his company's SwiftPOS Touch software is undeniably the Toshiba WILLPOS A10/A20. Why? Well, when you're in the hotel and bottleshop industry it becomes obvious all too soon.

Increasing spend per customer and eliminating fraud

"Two of the key benefits that hotel, pub and bottleshop owners get from the Toshiba TEC/SwiftPOS combination are increasing spend per customer and reducing instances of fraud and theft," Mr. Day stated. "By focusing software development efforts on WILLPOS A10/A20, we've been able to integrate highly effective customer-facing on-screen advertising features as well as advanced security camera functionality."

With the WILLPOS A10/A20's optional integrated 12/15-inch customer-facing screen capability and the SwiftPOS Customer Advertising Display feature, hotels, pubs and bottleshops are quickly recognising that on-screen advertising of mix-and-match specials and vendor-sponsored promotions are paying dividends at the point of sale.

Adding further to the Toshiba TEC/SwiftPOS value is the ready integration of security/anti-fraud/theft cameras. "Our customers operate in an industry where fraud and theft is common," Mr. Day continued. "Again, it's the WILLPOS A10/A20 integrated technologies that have enabled us to build-in some of the industry's most effective POS security features."

Mr. Day's comments are reinforced by Toshiba TEC Australia Managing Director, Brendan Trewartha, who said: "Independent hoteliers and bottleshop owners in Queensland have enormous opportunity to utilise our new POS technology. The Toshiba TEC/SwiftPOS solution provides customers in the hotel and liquor industry with a real competitive advantage in advertising. The rear LCD screen advertising capabilities on our WILLPOS A20 terminal and customer loyalty system helps create additional revenue for businesses. Coupled with the legendary Toshiba-built quality and services offered by our resellers, you can be sure that our POS system will not let you and your customers down."

"The technical, marketing and support partnership that we have established between Toshiba TEC and Samford Software is delivering real advantages right now!"

About TOSHIBA TEC Australia

TOSHIBA TEC Australia is a wholly own subsidiary of the TOSHIBA TEC CORPORATION (Japan). TOSHIBA TEC Australia manages product planning, marketing, sales, service support and distribution of point of sale systems, cash registers, scales, barcode RFID printers, peripherals and software information systems throughout Australia and New Zealand markets. As a total solution provider, TOSHIBA TEC Australia offers a complete package from consulting and system design to system installation, operation and maintenance.

About TOSHIBA TEC CORPORATION (Japan)

TOSHIBA TEC CORPORATION is an independent operating company of Toshiba Corporation, the sixth largest electronics/electrical equipment company and the world's 72nd largest company in terms of sales. Ranked by Fortune magazine as the 7th Most Admired Electronics Company in the World, Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide.

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