



Cutting costs by streamlining POS receipts

Problem:

A multi-state chain of convenience stores was looking for a way to reduce costs by streamlining the size of their point-of-sale receipts. They wanted to go from the existing 80mm to a svelte 58mm — while avoiding changes to their information system.

Solution:

The OKI Specialty Products team developed a firmware solution that could toggle between horizontal and vertical compression — or both simultaneously — yielding wide or narrow receipt formats as needed. It let them “have their cake and eat it, too.” And the easy-to-use dip switch configuration ensured no loss in productivity.

OKI's Market Development Manager saw to it that the integration of the solution with the chain's information system and receipt-printing processes was seamless.

The OKI team recommended OKIPOS® 407II printers as drop-in replacements for the chain's older machines. One of the fastest direct thermal POS printers on the market, the OKIPOS 407II offers them outstanding reliability and flexibility for their high-volume application. It also has more functionality and a better warranty at a lower cost.

The OKI solution is even eco-friendly: smaller receipts means less waste, and the one-size media saves space — it's the only type the stores have to inventory.

Results:

Franchises are using OKIPOS 407II as the POS, order entry and kitchen printer of choice, enabling them to better control — and reduce the cost of — media purchases. And, given the superior value of the OKI printer, transition from old to new printers was painless.

Optimize your business processes

- Highest-quality Products
- Integration Services
- Customization Solutions

An organization with business process needs that can't be addressed by off-the-shelf devices or conventional thinking requires specialized expertise. Getting the job done often calls for a combination of products and expertise.

The OKI Specialty Products Division takes an objective, brand-agnostic approach to such problem solving, and draws from a wide spectrum of industry experience and resources to develop and implement its recommendations.

Look for other examples of successful solutions provided by the OKI Specialty Products Division.

Put the OKI® Specialty Products Division team to work for you.

For a no-obligation consultation and more illustrations of our capabilities, contact **Nick Ciarlante, Director**, at Nicholas.Ciarlante@okidata.com or call toll-free: **800.OKI.DATA (800.654.3282), ext. 8451.**

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