

# Southport Theatre & Convention Centre

## Case Study



### The Client

The Theatre & Convention Centre is the cultural hub of Southport, the refined seaside resort that has its feet in the Irish Sea. As the town's main live entertainment venue, The Centre presents an all-year round programme of shows. It also plays host to conferences, exhibitions and banquets. Thanks to a recent refurbishment programme, the Theatre with its 1,500+ capacity auditorium now combines grand style with state-of-the-art sound facilities.

The Centre is owned by Live Nation, a US corporation that manages more live concerts, music venues and festivals than any other operator worldwide. Its web-based concert search engine [www.livenation.com](http://www.livenation.com) also ranks as a world leader.

As part of its investment in The Centre, Live Nation was keen to create a more upmarket image for the venue. It decided that old-style cash registers had to make way for the latest PC-based touchscreen tills in the bars and banqueting areas. Hospitality EPoS specialist TriniTEQ, who formerly traded under the CPOS brand in the UK, secured the contract and proposed the latest unit from J2 Retail Systems, the J2 580, as the ideal machine.



*"Because the tills can be operated more quickly, we are definitely taking more money."*

Darren James, Operations Manager of The Southport Theatre & Convention Centre

### The Solution

#### The Benefits

- The J2 580s are simple and straightforward to use, with no need for a manual
- Programming the tills is an intuitive process and can be done in minutes
- Speed of use mean that The Centre is taking more money through its new tills
- Clever design and good engineering are giving The Centre a robust and reliable unit
- The J2 580s are clearly ideal for this busy hospitality venue
- TriniTEQ's new software will be the icing on the cake with a raft of functionality

#### The Process

Darren James is Operations Manager at The Centre. Already very familiar with EPoS before moving to his present role, he was able to start his own product search before engaging with TriniTEQ. The J2 580 caught his eye.

At the same time, Gary Smith, UK & European Operations Director at TriniTEQ was tasked with finding the company's next generation of EPoS. *"I looked at machines from 35 manufacturers and could score the best of them at no more than 7/10. When I looked into J2's 580, it was a clear 10. The difference between the J2 580 and its competitors is outstanding. It's the first machine I've seen that encompasses all the requirements of the hospitality market."*

The contract was won in competitive tender and Live Nation had no hesitation in nominating The Centre as the first of its venues to benefit from the new system. TriniTEQ coped well with the challenge of cabling and installing the equipment into an old building and, today, sixteen J2 580s are up and running on three separate networks.

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### The Results

The new tills are a quantum leap from the original system with its pre-programmed keys. Comments Gary Smith: *"The feedback from Darren James and his team has been superb. They find the system fast and easy to use. I noticed how quickly staff became familiar with the tills during training."*

The speed and ease of use is having a financial benefit too as The Centre is taking more money through the new tills in the bars and banqueting suites.

When it came to programming the tills, Darren James could not be more complimentary. *"Whilst TriniTEQ were taking a second unit out of its box, I'd already programmed the first one! It's that easy."*

The styling of the units and their flexible mounting options influenced The Centre's choice. Continues Gary Smith: *"The mounting options are a major benefit over other manufacturers. The J2 580s can be wall-mounted as information terminals in the hallway, and counter-based or pole-based behind the bars. All The Centre's requirements are met in one machine."*

Whilst customer satisfaction is critically important, TriniTEQ also pay tribute to the thought that J2 has given to engineering and support in its J2 580 design. Gary Smith again: *"With most units, you need to spend 2 hours removing 12 screws to get the motherboard out. With the J2 580, it all comes out with a couple of screws. It's an engineer's dream, and really helps us to deliver great service to our clients."*

Darren James is pleased with the J2 580's reliability. *"It's simple, does the job fast and we've had no issues at all."*

TriniTEQ is now putting the finishing touches to new a new version of its WaiterPOS point-of-sale software that will exploit all the features of the J2 580s. This will be the icing on the cake, and will manage The Centre's front-office and back-office functions. It will also subsequently drive wireless radio-frequency hand-held units which will eliminate any queuing at the tills at peak times.

The last word goes to Gary Smith: *"I take my hat off the designers of the J2 580. They've done a great job."*

### The J2 580

The J2 580 comes with three processor options: Celeron ULV 1.0GHz, Celeron M 1.5GHz and Pentium M 1.8GHz. The fanless 1.0GHz model offers silent operation; the other models are whisper-quiet. On the two models with higher processing power, the user can easily remove the electronics from the touchscreen 'head' when it comes to replacement or upgrade.

The J2 580 incorporates many of the features, such as flexible mounting, 95degree screen tilt and support for multiple operating modes, that have made the J2 560 the system of choice for scores of retailers and hospitality operators. The 580 offers fault tolerance and high-performance processing for larger point-of-sale applications.

The unit has a very small footprint for space efficiency, plus a double cash drawer. It is dustproof and has a waterproof display front. An easy slide-in hard disk drive, Compact Flash card and system board all make simple work of user maintenance.

Other options include a fingerprint technology reader to help combat till fraud and an optional secondary, customer-facing display screen for multi-media marketing. The 580's green credentials include a low power input requirement, plus RoHS and WEEE compliance.

### About J2 Retail Systems

J2 Retail Systems is a specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries. With 50,000+ units installed worldwide, its clients include Vue Entertainment, Greggs and Thresher Group.

By controlling its own design and manufacture, J2 has built a reputation for innovation, reliability and cost-effectiveness. Credited with introducing 'thin client' EPoS to the market, J2 uses emergent technologies wherever possible to reduce the cost of hardware ownership.

### About TriniTEQ

For the past 10 years, the Australian-born TriniTEQ business has developed state-of-the-art hand-held solutions for the hospitality and retail industry.

The company, with its main offices in the UK, Australia and the US, is well-regarded for its WaiterPOS point-of-sale software and its WaiterPAD hardware, an advanced restaurant POS system. WaiterPAD and WaiterPOS work together

to provide a complete solution, enabling users to wirelessly take and send orders and update back-office inventory in real time.

TriniTEQ solutions are now deployed in 17 countries, and continuing global expansion will see the company grow its presence in the US and Europe, and establish central warehousing and distribution in the Middle East.

### Contact

#### J2 Retail Systems Limited

J2 House, Clayton Road, Birchwood, Warrington WA3 6RP. United Kingdom

T +44 (0)1925 854 841 F +44 (0)1925 811 989

[www.j2retailsystems.com](http://www.j2retailsystems.com)

#### TriniTEQ UK Limited

TriniTEQ UK Limited, 532 Prescot Road, Old Swan Liverpool L13 3DB. United Kingdom

T +44 (0) 151 252 6020 F +44 (0) 151 475 3424

[www.triniteq.com](http://www.triniteq.com)



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