



## MCQUADE'S MARKETPLACE IMPROVES BUSINESS OPERATIONS BY UPGRADING TO DUMAC'S RORCV6 POINT-OF-SALE SYSTEM

It was July - the height of the busy season for McQuade's Marketplace, a three-store supermarket serving Rhode Island and Connecticut. After facing consistent issues with his point-of-sale (POS) system, including problems with reporting and archiving capabilities, frequent couponing glitches, and difficulty processing information from the store's pharmacy, Store Owner Michael McQuade decided it was time to upgrade. Left with only two weeks before maintenance would be shut off on his current system, McQuade was faced with the challenge of finding a new POS partner during the busiest month of the year.

After significant research, conversations and meetings, McQuade decided he was going to partner with DUMAC Business Systems, Inc. "I want it installed in two weeks," said McQuade. Phil McCarthy, vice president of DUMAC, chuckled, thinking McQuade was joking with the quick turnaround time. "I'm serious," McQuade said.

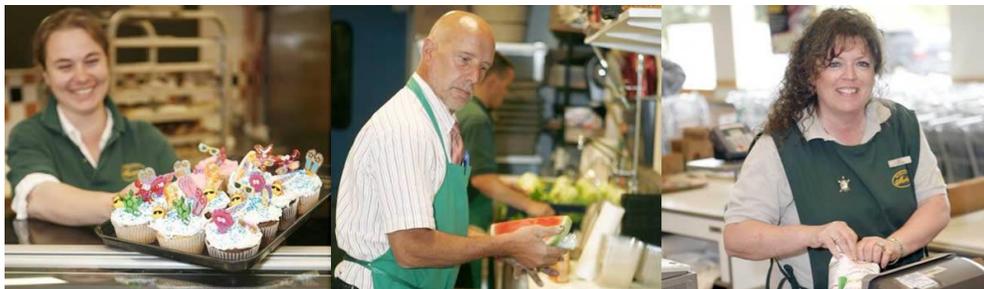
According to McQuade's Store Manager Roxanne Ferraro, McCarthy never batted an eye. "Let's see what we can do," McCarthy said. Within two weeks, DUMAC's RORCV6 POS system, designed specifically for independent grocery stores like McQuade's, was up and running. "It's amazing they were able to get it done that quickly, especially during that time of year. Our customers never knew what we were doing," said Ferraro. "DUMAC was reliable, dependable and professional, but to pull something like that off - we were thoroughly impressed."

According to Ferraro, DUMAC was consistently easy to work with. She particularly loves the open ecosystem of RORCV6. Since McQuade's works with other system partners, she said it's tremendously beneficial that RORCV6 can easily integrate their software. In addition, RORCV6 has significantly impacted McQuade's business operations in the front end. If a customer calls because he or she lost a receipt, it's very easy for the retailer to pull a copy. In addition, RORCV6 has been able to efficiently process McQuade's unique couponing program.



According to Ferraro, one of her favorite aspects of working with DUMAC is the company takes her feedback and always puts it into action. "They're always working on the little things we want done," Ferraro added. At McQuade's, cashier balancing takes place on a weekly basis vs. daily, which was a unique feature that RORCV6 was not equipped to handle. McQuade's told DUMAC it was something they needed and DUMAC made it happen. This feature will help McQuade's from an efficiency and labor saving perspective.

Overall, Ferraro said that McQuade's business operations have improved due to DUMAC's willingness to listen and respond. When asked to use one word to describe the impact RORCV6 has had on her business, she said, "positive." And when asked to use two words to describe her experience working with DUMAC, she added, "no stress."



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