



CASE STUDY



OREGON DAIRY SUPERMARKET IMPROVES BUSINESS OPERATIONS WITH DUMAC'S RORCV6 SOFTWARE

Oregon Dairy has evolved significantly since its beginnings as a family farm in 1952. Over the years the business progressed from a small dairy store selling fresh eggs, milk and produce into a full-service community grocer serving residents of Lancaster County, Pennsylvania.

While remaining true to its roots, the third-generation, family owned company has grown by adding new amenities that support its mission of "creating extraordinary experiences." Oregon Dairy now includes a supermarket, restaurant, gift shop and bakery—all on the original location, which still features a working farm.

Technology also plays a role in the ongoing success of Oregon Dairy. Earlier this year, Oregon Dairy updated its point-of-sale system to DUMAC's RORCV6 software, which is tailored to the needs of independent grocers and includes a robust set of customized capabilities such as cash management, report management, e-commerce, and promotion management tools. Just a few months later, store manager Curvin Hurst finds that store operations overall have improved based on RORCV6's ease-of-use and efficient reporting features.



"We like to follow the KISS model of, Keep It Simple Stupid," says Curvin. "RORCV6 is just that: simple to use, fast and convenient."

Easy to install, set up and maintain, RORCV6 systems come with easy to understand reference guides written from an operational standpoint. The software also delivers outstanding stability so users can be confident of the results.

Hurst was particularly impressed by the efficiency and effectiveness of RORCV6's advanced reporting capabilities. The system allows users to assign report codes, which makes running reports much easier and quicker. In addition, RORCV6 provides report customization, enabling Hurst to pull data on specific items. By running a particular code report with the click of a button, he can easily see individual product sales, movement and related information for any period of time all in one report.

"Previously, to obtain the same level of detail we would have to enter code for the SKU and generate multiple reports," said Hurst. "The efficiency of RORCV6 speeds up the reporting process and the data we get helps us make adjustments to our operations."

Hurst adds that RORCV6 has been beneficial in maintaining accuracy in reporting and contributing to the success of Oregon Dairy in a number of ways.

"With 14 check-outs both inside the store and outdoors, including 4 self-check-out lanes, we need a point-of-sale system that we can rely on to back us up," he says. "RORCV6 has really made a difference for our business."

