d_parture
spa

An iPhone-based POS system takes care of airport-based d_parture spa's all IT needs

d_parture spa™, a nationally recognized airport spa, uses the iPhone® 4 and the Daily Systems iAPS® sled as its mobile point-of-sale (POS) terminal. eMobilePOS® point-of-sale software runs on the iPhone or iPod touch and enables cash and credit card transactions as well as real-time business intelligence.

The challenge

d_parture spa was looking for a mobile POS solution for its spas, located inside the security gates at Newark and Philadelphia airports, offering everything from facials to massages. With retail space at a premium, the POS solution had to be compact and easy to set up and manage.

"We wanted to be independent from the airport infrastructure, and it was a requirement that the solution be completely mobile," says Gina Stern, CEO and founder of d_parture spa. "Rather than looking for a POS system, we wanted to find a versatile solution that would support all our IT needs."

Being a small business, d_parture spa was cost-conscious, and it was important to find a solution that could scale as the business grew. The system also needed to integrate with QuickBooks, which was the company's accounting software.

"Payments need to be processed quickly and many customers still prefer printed receipts. Some don't even have an email address or they don't want to give it out, so the ability to print receipts was important," explains Stern.

"The total cost was approximately one-tenth of the other POS solutions, it provided the same or more functions, and was much easier to set up and support."

Gina Stern, CEO and founder of d_parture spa

The solution

eMobilePOS teamed up with Daily Systems to provide a complete mobile POS solution based on the Apple iPhone 4 for speedy, on-the-spot checkout. The eMobilePOS software provides all the functionality of a stationary POS system, but it costs significantly less, does not require any installation, and fits in the palm of your hand.

The iAPS sled adds bar code scanning, card reading, and receipt printing to the iPhone's capabilities. The sled encrypts all card data in the same moment the card is swiped, and no card data is stored on the device, in compliance with the PCI security standard.

Daily Systems

The solution is completely wireless and battery operated. The iAPS sled has an extra battery that provides up to 11 hours of standby time.

Services and products sold at the spa are selected from a list in eMobilePOS and a sales order is created. The customer can pay cash or with a credit card. The card is swiped with the iAPS sled's integrated stripe reader and the card is validated in real time. The customer can add a tip and sign for the purchase directly on the screen. The customer receives a receipt from the built-in printer and also has the option of receiving the receipt by email.

The eMobilePOS software provides the ability to operate off-line if the iPhone loses coverage, and it also backs up the data in case the data on the device is lost.

Real-time web-based analytics allow d_parture spa to track the business in real time, including employee productivity and sales for each spa location. The eMobilePOS software keeps track of the company's inventory, ensuring that products are replenished in time. All transactions are synchronized with QuickBooks in real time.

The advantage

For stressed travelers, speed is everything. The iAPS solution makes sure that the checkout process goes smoothly and payments are processed on the spot.

"Since our spas are located in airports with limited retail space, it was critical to find a space-saving solution. The iPhone in combination with the iAPS sled gave us everything we needed in a handheld device," says Stern.

"We pride ourselves on being future-forward, and the innovation of this solution in combination with the Apple brand, have given us a lot of positive feedback from our customers," continues Stern."

The iAPS solution does not require any electrical outlet, network cables, or Wi-Fi connectivity. Nor does it require an extra printer, credit card terminal, monitor, laptop, or server.

The iAPS solution does not take up any floor space and there is literally no setup involved, says Stern. "If a flight is delayed we can just grab the device and set up a few massage chairs at that gate.

"Not only does the iPhone function as full-feature mobile POS, but I can reach my employees via phone, text, or email, and we use the built-in camera for video conferencing when we have staff meetings," continues Stern.

"This solution is by far the most cost-efficient option that we evaluated. The total cost was approximately one-tenth of the other POS solutions, it provided the same or more functions, and it was much easier to set up and support," states Stern. "Another advantage is that eMobilePOS takes responsibility for the entire solution and we need to call only one phone number if there is a problem."
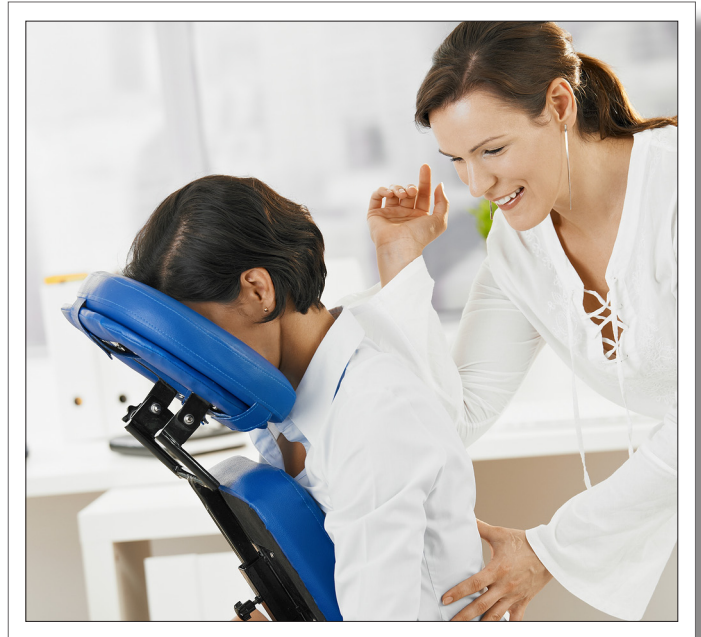
Travelers can enjoy chair massage while they wait for their flights. The iAPS sled offers the ability to accept payments everywhere in the airport and d_parture spa can set up massage chair directly by the gate.

d_parture spa

d_parture spa™, the nationally recognized pioneer of the airport day spa concept, has opened the world's first and only eco-friendly, full-service airport day spa offering massages, manicures, pedicures, facials, waxing, and haircuts. The company currently operates in Newark and Philadelphia airports. For more information, visit www.departurespa.com.

eMobilePOS®

With more than 10 years' experience in mobile store systems and as the first mobile POS solution available in the Apple App Store, eMobilePOS® is the most complete mobile POS system in the market. It creates a seamless shopping experience while increasing employee productivity with unprecedented ROI. eMobilePOS focuses on mobility and simplicity, providing anywhere access for sales transactions and payments. It was recognized with the Best CTIA Mobile App award in 2008 and the Most Innovative Solution award at Retail-NOW 2011. Visit www.eMobilePOS.com for more information.

Daily Systems