



CAVENDER'S BOOT CITY



Mike & Joe Cavender

## Case Study: Cavender's Boot City

Cavender's Boot City steps out in style, selects DigiPoS Retail Blade to extend system lifecycles and reduce downtime



What do you get when you cross high fashion with the larger-than-life Texan spirit? You get Cavender's Boot City, a familiar sign seen from a long distance along many southern highways. Being owned and run by experienced ranchers, they truly capture the authentic western lifestyle. Pride of ownership rings true throughout their entire merchandise selection, and impressive customer service is always the goal, continuously building upon their reputation for high quality boots, hats, jeans and accessories.

When Cavender's, based in Tyler, Texas with 50 stores, decided they had to break away from their increasingly challenging PC-based systems, they turned to DigiPoS and the Retail Blade for their hardware needs. They were struggling to manage the ever-changing technology found in their PCs, where the standard life cycle they could expect from their systems was only 18 months. This created a serviceability nightmare where one store could have completely different technology than the next, so in order to keep focused on their customers, rather than their technology, it was time to switch to a more stable platform with a much longer life cycle.

Since the replacement program began in September 2008, Cavender's found the Retail Blade "RB 7" point of sale system helped alleviate many of the obstacles they had been facing. With a standard 3 year warranty which Cavender's decided to extend to 5, a 10 year Retail Blade Host warranty, as well as a chipset lifecycle of at least 5 years, Cavender's can expect a much quicker ROI.

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Godbey Acker, CIO for Cavender's comments: "We learned quickly that the PC technology we originally had changed their models too quickly, it became hard to keep up with the technology. 'Bleeding edge' isn't bad in regular PC's for home use, but in the retail world, we needed a consistent and retail-hardened machine." Acker continues: "We chose DigiPoS as we can rely on getting the same hardware for several years to come, support becomes much easier with consistency, not having to worry about which store has what model."





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Wanting to optimize productivity, Cavender's immediately saw the benefits of the Retail Blade 7 Core 2 Duo, especially in terms of its serviceability and higher lifecycle. Jan Harris, POS Director for Cavender's adds that *"the swapability of the motherboard, hard drive and power supply in the Blade were a critical decision factor; it gave us the opportunity to be self-sufficient, utilizing non-technical store staff for a quick fix. We also have added peace of mind with the addition of Retail Blade First Aid Kits for consistently high uptime across our stores."*

Cavender's report that with their now 300+ systems, DigiPoS has been very responsive to their needs over the course of the multi-million dollar project. DigiPoS has been a one-stop shop, supplying all of the system peripherals which include Epson H6000 printers, Cherry Keyboards, Symbol Scanners and Verifone Pin Pad devices, in addition to system staging services which include Microsoft Windows XP Pro.

To learn more about Cavender's Boot City or to purchase your very own authentic Texas cowboy boots and accessories for yourself, visit [www.cavenders.com](http://www.cavenders.com) or mosey on down to a location near you.

### About Cavender's Boot City

Since 1965 the Cavender's family has provided quality western wear in the true spirit of the western culture, with over 50 Cavender's western wear store locations across Texas, Louisiana, Oklahoma, Arkansas, and Kansas.

### About DigiPoS Store Solutions

Established in 1994 DigiPoS Store Solutions has delivered their 'Designed for Retail' DigiPoS hardware brand right across the globe. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider.

The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, while building a reputation for innovation and value. DigiPoS Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailer Supplier of the Year, and Microsoft's Technology Innovation award. Its flagship RetailSAAS software application is also set to change the way in which Retailers approach application deployment.

For further corporate information log onto [www.digipos-solutions.com](http://www.digipos-solutions.com)

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