SIRIUSWARE®
Salespoint Solutions®

""We have been recommending CognitiveTPG printers for more than 10 years and have over 200 installations. When you find a printer that integrates well into all solutions and has the reliability that these printers have you really have no need to look elsewhere. The CognitiveTPG Advantage DLX printer with USB interface is the printer of choice for our ski resort and entertainment facility customers."

Johnny Donaldson, Hardware Specialist Siriusware

Kirkwood Mountain Resort Lift Ticket Counter

CognitiveTPG's DLX printers Give Ski Resorts A Lift

Background

These days it takes a lot more than snow to get people back to your resort. With competitive deals cropping up all over the place, it's more important than ever to ensure your customers are satisfied with their total ski experience. Increasing your productivity and streamlining your systems will not only improve customer satisfaction but also help to target your interaction with the customers thereby improving your overall seasonal success.

Scenario/Challenge

Unlike a traditional retail store, ski resorts operate multiple point-of-sale systems from guest ticketing to ski rentals and merchandising to food service. Siriusware offers a single integrated software solution (Salesware) to enhances productivity, consolidate management information, reduce overall costs, and facilitate staff time and resources, while improving the guests' overall experience.

Siriusware understands that its point of sale, guest management and ticketing software solution requires a compatible label printer that easily integrates into all the various applications.

Siriusware has been helping resort and entertainment facility customers connect its systems with point of sale and guest service applications since 1989.

Solution

CognitiveTPG offered a labeling solution to meet the requirements of Siriusware's Salesware software integration for Kirkwood Mountain Resort in California. Currently there are 40 CognitiveTPG Advantage DLX printers installed through Kirkwood's Resort area.

Siriusware recommended the DLX printer to Kirkwood because of its reliability and versatility in multiple printing applications, including:

• Tear-proof lift tickets
• Bar coding merchandise for sales and rentals
• Customized logos
• Standalone Kiosk Applications
• Personalized tracking labels

About Kirkwood Mountain Resort

Year Founded: 1972
Skiable Acres: 2300
Base Elevation: 7800 ft
Ave. Days Sunshine: 255
www.Kirkwood.com

"We are on our 3rd generation of CognitiveTPG printers dating back to the Barcode Blaster. The Advantage DLX is the exclusive barcode label printer at our resort. We use it because of its proven reliability, fast print speeds, and easy loading ability."

Tyler Waltz
Systems Manager
Kirkwood Mountain Resort

About Siriusware

of Employees: 37
Year Founded: 1989
Headquarters: Taos, NM
URL: www.siriusware.com

Siriusware is not just software in the box. They are a full fledge service provider offering their customers the best POS/AIDC solutions for the application. Siriusware has recommended the CognitiveTPG printers for years because of its reputation for:

Durability: Given the extreme weather conditions at a ski resort, the Advantage DLX metal frame mechanism is proven to stand up to harsh environments.

Productivity: Reducing wait times with a barcode automation systems improves the productivity for ticketing and rentals as well as improves the overall guest experience.

Targeting: Tracking rented, rental times, and returns allows for target promotions during on/off peak hours.

Safety: The benefit of equipment tracking allows the resort to keep accurate maintenance records on equipment thereby limiting its liability.

Flexibility: CognitiveTPG printers are compact, easy to maintain, and versatile to work within various applications.

Siriusware offers a true enterprise solution and the CognitiveTPG Advantage DLX printer is the perfect label printer to meet these varying requirements.

Testimonials

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About CognitiveTPG

CognitiveTPG is a leading provider of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, CognitiveTPG has provided its customers with compact, economical and ultra-reliable printing solutions that have significant returns on investment. For more information visit www.CognitiveTPG.com.