



New PAR Point of Sale Terminals Increase Efficiency and Allow for Customized Work Environment at Desert Botanical Garden

For more than 70 years, the Desert Botanical Garden has been teaching and inspiring visitors both local and global to understand, protect and preserve the desert's natural beauty. The Garden features 55 acres of cultivated land with more than 50,000 plant displays showcased in gorgeous outdoor exhibits.

Aging Point of Sale Units Hampered Productivity

As the second-most attended Botanical Garden in the country, the Desert Botanical Gardens processes a significant number of sales through their four ticket booth windows. Annual attendance reached 500,000 for 2013 and is projected to double in 2014 with the installation of the Dale Chihuly exhibit, Chihuly in the Garden. On an average day a ticket seller processes 300-400 transactions. On busy days? That number can increase exponentially to upwards of 2000.

"The ticket booth area at DBG is jokingly called the 'fish-tank', there's a lot of glass and not a lot of room for our ticket sellers to move around! The building was designed and built long before modern technology needs were implemented, so there's not much space for everything ticket sales entail: displays, monitors, cashboxes, receipt printers. But these four tight spaces process more revenue than any other area of the Garden!"

*Austin Wagner-Cannon, Visitor Services Manager
Desert Botanical Garden*

With attendance climbing, Wagner-Cannon's concerns were three-fold. First, the previous point of sale units were more than five years old and used 12-14 hours a day, 362 days a year in high Arizona temperatures. They needed fast machines that could withstand the heat during both the day and at night when the air-conditioning was turned off.

Second, the units were also stationary and bulky, which didn't allow ticket sellers much latitude for creating an efficient workspace and doing a complete remodel of the ticket booth spaces wasn't an option.

Third and finally, due to the tight quarters, employees had to turn from the ticket window to the display multiple times per transaction, hundreds of times per day! Again Wagner-Cannon: "Having to turn from the customer to the monitor and back so often was causing a lot of neck and back pain, especially among some of our older staff. We needed something ergonomical and customizable for our employees, an option that would work for everyone."

With aging units and less than ideal workspace conditions, the Garden turned to their Gateway Business Solutions Manager, Jamie Flaherty for a solution.

DESERT BOTANICAL GARDEN PHOENIX, ARIZONA

KEY CHALLENGES

- › Aging point of sale units
- › Previous units took up a lot of space and remodeling ticket booths to allow for more space wasn't an option
- › Stationary units did not allow for customized work spaces and required turning from screen to customer window
- › Needed hardware that could handle extreme temperatures, during hot Arizona days and at night when air conditioning was turned off

SOLUTION

- › 4 New PAR EverServ® 7700 Wall Units using wall-mounts and arms

BUSINESS RESULTS

- › Wall-mounted units provide more work space for ticket sellers
- › Can be adjusted to provide optimum ergonomics for employees, whether standing or sitting
- › New units are lightning fast
- › Eliminated need to turn multiple times between customer and screen, reducing back pain among staff

CUSTOMER SNAPSHOT

- › Opened In 1939
- › 500,000+ Annual Visitors
- › Gateway Customer Since 2007
- › 2nd Highest Attended Botanical Garden in the USA



New PAR Point of Sale Units Increase Efficiency and Allow for Customized Work Environment at Desert Botanical Garden *continued*

The Solution: Gateway's Consultative Approach + PAR EverServ® 7700

Wagner-Cannon approached Gateway with the Garden's concerns and needs and Flaherty got to work: "The team at Desert Botanical Garden was great to work with. They realized they had an outdated solution and had valid concerns to be addressed before moving forward. They provided the framework of the spaces they were working with and allowed me to do the legwork with our hardware team at Gateway to find a solution to meet their needs."

First up in the process was looking at both the space layout and the hardware currently in use. Flaherty then provided several options for re-configuring the hardware-layout in the current ticket booth space, but issues among employee workspace preferences and needs persisted. "It's not often thought of, but the workspace needs for an employee who is 6 feet tall is very different from that of an employee who is 5'4". We needed to find something that would allow changes in monitor height as well as its location within the ticket booth. After looking through a few options, we chose the PAR EverServ® 7700 Wall-mount unit." With custom-sourced wall-mount hardware, the Garden now had point of sale units that both fit in the space available and were flexible enough to meet their diverse staff: "In the end, it's all about what our staff needs to work efficiently. That efficiency improves the guest experience and our bottom line." The workspace flexibility due to the wall mounts have also made for happier and healthier employees with less neck and back complaints.

The solution also met all of the Garden's requirements, again Flaherty: *"This unit can handle the Arizona heat, was flexible enough to be mounted on an adjustable arm and most importantly, cut down the monitor footprint to save on space. These were all factors in their decision, but I had the confidence to recommend this hardware knowing that it is also easy to use and service and is known for its reliability."*

Months into their new EverServes, the Garden is still sitting pretty according to Wagner-Cannon: "They're a dream come true – lightning fast and our staff love them. They also allow us to check in so many people, it's crazy!" And with the increased attendance due to Chihuly in the Garden, this new efficiency is not a moment too soon.

For more information:

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Austin Wagner-Cannon
Visitor Services Manager
Desert Botanical Garden