

Partying Is a Shore Thing — Surviving Hurricane Sandy

Superstorm Cripples City

Superstorm Sandy in 2012 ripped through the eastern seaboard with winds up to 115 mph, causing untold misery and \$75 billion in damage. Sea Isle City, part of the famous New Jersey shore relaxation area, was hit hard with sand-covered streets and flooded homes and businesses. Plus, windswept debris crippled the city.

Anthony Bennett, General Manager of La Costa Lounge and Deck Bar in Sea Isle City, NJ, said, “Sand and flooding made many roads impassable and was widespread across the city. Even the Public Safety Building, which houses the police department and Office of Emergency Management, took on at least a foot of water.” After a three-day wait, residents were allowed back into the city to check damage to their properties.

Sea Isle City has a population of 2,114, but swells to as much as 40,000 during the peak summer season, from Memorial Day to Labor Day. During Spring Break, La Costa Lounge and Bar is a college kid’s dream. Quickly rebuilding after Sandy was critical for business, as the majority of annual sales are during a very small window of time.



Photo courtesy of Andrew F. Kazmierski / Shutterstock.com

La Costa Lounge has three different venues running 14 similarly-configured terminals with Two Touch software. The hotel and liquor store have two terminals each, eight are in different indoor bars, and two additional ones are in an outdoor bar patio -- before, during and after Hurricane Sandy.

The two patio terminals – aside from being covered in liquor every day and encrusted with bar goo – sit outside, a mere 100 yards from the beach, subjected to the sun, salt and surf.

After a day of partying, the terminals *occasionally* get covered after hours when it gets cold – many times, they are left uncovered overnight. All this time, the terminals are expected to jump into service and take a pounding the next day.

Rebuilding — and Rebooting — from the Aftermath

After Hurricane Sandy swept through, Posiflex terminals were part of a humid-dripping mess, where two-to-three feet of water crept up the front of the bar.



Photo courtesy of Glynnis Jones / Shutterstock.com

“Posiflex just chugs along – all day, every day – under constant use. Terminal reliability is just astonishing. Anything that can survive Hurricane Sandy, and Spring Break just a few months after, has the success of my business in mind.”

—Anthony Bennett
General Manager
La Costa Lounge and Deck Bar

Everywhere – from the street to the front of the bar that wasn't placed higher than the waterline – was covered in sand. The two patio terminals were left outside to face the brunt of the hurricane winds. Sand from the beach and flying debris littered the patio, which took days to clean up.

When it came to getting the terminals ready for business, Bennett notes, "Windex is my best friend. All we did was wipe the terminals clean." The next thing was to plug in the hurricane-battered terminals. Each Posiflex terminal, one by one, booted up immediately. The two Posiflex terminals left outside in the patio survived the gargantuan superstorm at its worse and are still in operation today.



Bennett is now opening a new restaurant, the Lobster Loft ("Our seafood is so fresh it has an attitude"), and has requested Posiflex terminals by name. "Posiflex just chugs along – all day, every day – under constant use. Terminal reliability is just astonishing. Anything that can survive Hurricane Sandy, and Spring Break just a few months after, has the success of my business in mind." ■



SNAPSHOT

"Posiflex has made my job so much easier, so simple. Most of the time if there are any technical issues it is almost never the terminal. With the occasional hiccup we just restart the system and the problem goes away. Posiflex is so easy to service, we have had the customer put in a hard drive or attach an MSR with us doing remote telephone support."

— Brendan Shaver
ADI Technical Support Manager



INDUSTRY:

Hospitality & Retail

ROLLOUT:

- 14 terminals in three different venues: lounge, liquor store, hotel

POSIFLEX ATTRIBUTES:

- Powerful performance
- Maximum Uptime
- Reliable and durable

PROVEN RESULTS:

Posiflex terminals, left in the outdoor patio of La Costa Lounge, survived the brunt of Hurricane Sandy, and still works to this day

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