

## POS Tackles Tornado's Twists

On May 20, 2013 the deadliest tornado in US history ripped through Oklahoma with winds of up to 210 mph. The storm was 1.3 miles wide that produced torrential rain pour, hail and flooding. The storm took 24 lives, injured hundreds and wiped out homes, schools, and businesses. Some meteorologists estimated that this storm series was eight to more than 600 times greater than the bomb dropped on Hiroshima.

One of the businesses that was affected by the Oklahoma Tornado was a well-known convenience store. The store offers items from peanuts to petroleum. They pride themselves on being friendly, convenient and a one-stop shop for their customers. In order to achieve this high level of guest satisfaction, this store places a high importance on their POS system. They note that the number of transactions kept increasing every year, but the employees did not. So they had to invest in a Posiflex POS terminal that was more efficient, ran faster, smoother and handled more customers. Being open 24 hours left them with no time for downtime.

After the devastating tornado swept through Oklahoma, the store was flattened. They thought they had lost everything, but they were wrong. When they returned to the store the next day to assess the damage, they retrieved the Posiflex terminal. The



Photograph by The Oklahoman, NewsOk.com

Photos of devastation after the category 5 tornado

store manager decided to plug it in, just for fun, to see what would happen. With his astonishment the Posiflex iconic blue light turned on and the system booted up.

**“The Posiflex fan-free terminal supports every store profit center from fuel to foodservice to retail. It was chosen because it is robust in function, durable, reliable and resilient to meeting the daily challenges of high transactions. Posiflex just works -- once installed, my hardware troubles just went away,”** recalls an executive of the convenience store.

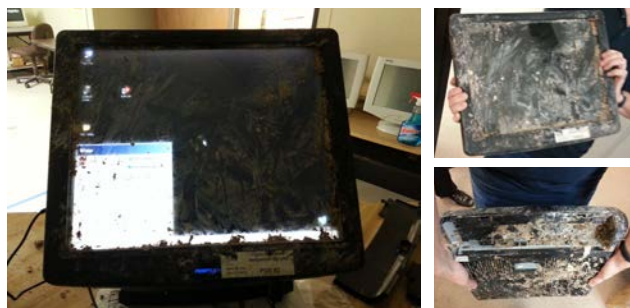
### *In the aftermath,*

Oklahoma, with the assistance of Red Cross and the generosity of those around the world, was able to raise \$6 million in relief.

And like the state of Oklahoma, the Posiflex POS terminal and the convenience store were able to rise from the rubble. The convenience store rebuilt and opened business once again. With the durable and reliable Posiflex POS they now have no fears about a natural disaster becoming a business disaster.

*Even if you don't live in Tornado country the Posiflex quality and durability that allowed this device to survive should still matter, because that's the kind of durability that makes your life easier.*

*And just about every environment has its own storms—from spilled coffee, to recurring showers of spilled bar drinks, to kitchen grease, blazing sun, careless cashiers, near continuous use, or wilting humidity. A POS system that is designed and built for durability will give you the longest life and the trouble-free operation that provides operational and cost benefits that translate into lower cost of ownership.*



Posiflex terminal from a completely destroyed store.

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