



## Kuryakyn Busts Lines and Processes Payments at Lightning Speed with J-3 Point of Sale and Touch Dynamic during Daytona Bike Week

### *The Challenge*

Kuryakyn, a leading design and manufacturer of aftermarket motorcycle parts and accessories, sets up a retail store and temporary shop area at the annual Daytona Bike Week. The purveyor of motorcycle parts and accessories uses a 40-foot trailer with a covered area to house their operations at the event and rally, which is held in Daytona Beach, Florida. Bike Week is the world's largest motorcycle event, drawing 500,000 bike enthusiasts from across the country every March.

During the 10-day event, Kuryakyn does a brisk business, generating several thousand dollars in daily sales. However, the company's point-of-sale system was not up to the task. Employees called the system "clunky" and "labor intensive," which meant many clicks to complete transactions, long lines and frustrated staff and customers. The situation was further complicated by the trailer's only available internet connection, a slow cell phone modem. The connection was especially cumbersome and problematic during peak hours, when crowds were heavy and wait times were considerable.



### Customer

Kuryakyn

### Objective

Bust lines, improve customer service and satisfaction, and process transactions more quickly.

### Installation

- Five Touch Dynamic Quest II Tablets
- Five Epson TM-P80 Mobile Receipt Printers
- One Windows 10 Computer
- J3 Point-of-Sale Software Professional Version 6.0
- Cayan Genius credit card platform and reader for payment processing

## The Challenge

Kuryakyn needed an easy-to-use mobile POS system that would allow them to process payments quickly and securely. In addition, they wanted a solution that could be used for inventory management, so they could reduce the amount of time spent counting parts and accessories at the end of each day. The company sought assistance from Ganymede Technologies Corp., creators of the J3 Point-of-Sale and inventory management software.

Ganymede recommended a new 802.11ac wireless network to ease some of the connectivity issues, five Touch Dynamic Quest 10 Tablets with docks, five Epson TM-P80 mobile receipt printers and a new Windows 10 computer that would be used as a Peer to Peer server. This would allow Kuryakyn employees to place terminals at different locations without the need for power or network cables. In addition, one tablet was designated as a terminal for special orders and outfitted with a larger monitor.

The Touch Dynamic Quest Tablets feature ultra-low power consumption, extended battery life and a

sealing rating of IP54, making it a rugged solution for a fast-paced, high-volume environment like Bike Week. Epson's mobile TM-P80 has a printing speed of 10mm/second, so receipts are printed quickly and seconds can be shaved off each transaction. The printer can also produce bar codes and 2D symbols for inventory management purposes.

Ganymede also provided its J3 Point-of-Sale Software Professional Version 6.0 and the Cayan Genius credit card platform and reader for payment processing.

The install took place over one-and-a-half days on-site, prior to the start of Bike Week. The Ganymede team received and prepped the equipment in their offices and shipped it to Florida, ready for installation. Installation technicians arrived ahead of the Kuryakyn trailer and set up the new system so it was ready for a soft-opening the day before Bike Week officially began. Kuryakyn staff were trained in real-time and began processing sales and work orders immediately.



## The Result

Using the new tablets and wireless network, Kuryakyn employees could move POS terminals and tablets wherever they needed them, without network cables or messy looking power cords. Workers quickly assisted customers by looking up inventory right at the shelves, while company mechanics accessed inventory information and processed work orders at a POS station located 100 feet behind the trailer.

Using Cayan's Genius solution, Kuryakyn staff processed mobile transactions using both the swipe and chip methods quickly, so lines moved fast and there was never a prolonged wait. Crowds moved quickly and customers appreciated the new, lightning-fast payment processing.

Prior to implementing the new solution, workers would spend two or more hours carefully counting and determining what items needed to be reordered for the following day.

After Bike Week ended, employees spent hours re-entering sales information into the ERP system at the company headquarters in Wisconsin.

Kuryakyn employees now use their Touch Dynamic Quest tablets to cycle count inventory accurately.

*Over the course of Bike Week, the new tablets and J3 POS have saved employees more than 20 hours of labor spent on inventory management.*

Sales information is now emailed from an attachment that J3 POS creates and a script file loads the sales info into the ERP system in a few seconds, saving time and resources spent doing back office work.

Moving forward into 2018, Ganymede will be integrating customer data info with its J3 POS so purchases will automatically be linked with sales histories in the ERP system. This will allow employees to add customers on the go, and track the make and model of a customer's motorcycle for use in targeted marketing promotions. This trailer will be in use for 18 events, starting in March and ending in October of next year.

Kuryakyn is part of the Motorsport Aftermarket Group (MAG) of companies. The Kuryakyn mobile solution was so successful, Ganymede is doing another remote trailer install for a second MAG company, Mustang Motorcycle Products. Additional trailers are going to be added next year as project budgets are approved.



## About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit [www.touchdynamic.com](http://www.touchdynamic.com).

