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For Immediate Release

A.S. Cooper 'Goes Live' with New Point-of-Sale Machines

A.S. Cooper & Sons, one of Bermuda's signature stores, continues its recent trend towards modernization and innovation as it 'goes live' with its new point-of-sale (POS) systems on Monday, April 4, 2011.

The new POS systems acquired from BCS-IBM Bermuda Agency, thanks in part to the Ministry of Finance's duty relief concession for retail renovations, are designed to help the retail store's staff quickly access product information as well as perform fast and accurate transactions. A.S. Cooper & Sons Managing Director, Somers Cooper, says "We know that consumers today are looking for differentiation when choosing where to shop. Our new POS systems to be deployed in all our locations, including our Astwood Dickinson stores, allow our staff to be effective and efficient, which means improved customer service levels and a higher level of satisfaction." The IBM SurePOS systems, running JDS Solutions WinRetail POS software, consume significantly less power than older systems, and also come with an LCD customer display for an interactive customer experience.

A.S. Cooper & Sons store staff have all undergone intensive training to use these new machines, however, Mr. Cooper asks for patience from its shoppers. "As with any new technology, there will be a learning curve as we get used to new features and functions. We ask our shoppers to please bear with us, as we embrace innovation that will ultimately improve our customers' shopping experience."

This occasion follows several exciting developments for one of the island's well established retail business, including the successful opening of their new 3rd floor on Reid Street in October where Premier Paula Cox applauded A.S. Cooper & Sons for their "innovation, intelligence and inventiveness", as well as receiving a Bermuda Access Award in the Retail category from the National Office for Seniors and the Physically Challenged (NOSPC) for helping make Bermuda accessible to all.

A.S. Cooper & Sons was founded in 1897 by Alexander Samuel Cooper, and over 100 years later is still family-owned and run.

BCS-IBM Bermuda Agency is the exclusive provider of IBM technology and solutions in Bermuda for the past 40 years.

JDS Solutions, based in Carlsbad, California, offers award-winning software solutions for retailers worldwide, from Merchandising and Inventory Control to Point of Sale (POS), E-Commerce, Customer Relationship Management, and Loss Prevention.