



# YOLO Board

## An NCR Counterpoint Case Study

### Specialty Retail - Sporting Goods



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**Mitzi Archer**  
Co-Owner, YOLO Board

## Run Your Business

An early bet on the sport of paddleboarding has helped industry leader YOLO Board stand up and deliver. The company, cofounded by Jeff Archer, Mitzi Archer and Tom Losee in 2007, has rapidly become an industry leader with its expert design and manufacturing capabilities, extensive board and apparel line and presence at national and international races. However, its entry into retail technology was not nearly so smooth. Explains Mitzi Archer, Co-Owner, "We have a huge wholesale operation, and our previous POS system couldn't handle that aspect of our business."

The company quickly returned to handwriting tickets. However, Ms. Archer knew that approach wasn't a long-term fix. YOLO ("You Only Live Once") Board had a big

## Solution Features

### NCR Counterpoint Retail Management Systems

- Analyze vendor performance
- Provide three-dimensional grids to analyze size, color and width of items
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- View inventory across locations
- Maintain detailed customer information
- Reduce fraud by monitoring item images at checkout
- Up-sell goods
- See which items sell together
- Preplan promotions

vision: With annual sales growing 40 to 100 percent, the management team knew they had the chance to build a national cross-platform brand. With a retail location and warehouse in Miramar Beach, Florida, and a second store in San Diego, California, the time was right for YOLO Board to solve its POS ills.

The company went live with its NCR Counterpoint POS system on Black Friday 2012, one of the year's biggest sales days. The solution performed flawlessly, giving managers and staff the confidence that they had made the right decision and implemented a technology platform that would grow with their business.

## Connect with Customers

The NCR Counterpoint POS system has helped YOLO Board's managers optimize all aspects of their operations, which is essential given their four-month, high-volume sales season. "My season runs from May through August," says Ms. Archer. "It is four months of lose-your-mind craziness. If I can't function efficiently my customers will go elsewhere."

NCR helps YOLO Board optimize service to both its wholesale and retail customer base. The YOLO Board team uses the NCR Counterpoint POS system to obtain real-time information on existing inventory at all of its locations. "We know how many boards we have and everything about them, including their category, account code, style, size and whether they are wholesale or recreational," says Ms. Archer. That enables staff to maximize each day's sales and keep its commitments. Previously, employees would sell merchandise on the floor that had been promised to a customer, leaving them in the difficult position of trying to talk the client into another item. Even more importantly, the NCR Counterpoint POS system has brought a new level of integrity to the company's operational processes. YOLO Board's warehouse manager has configured her terminal to match her unique needs. Managers can now review sales using criteria they choose, enabling them to make sound purchasing and stocking decisions. And the system's centralized control and user security settings reduce the possibility of fraud. "I don't have to worry about a 19-year-old sales clerk going into the POS system and changing prices for his or her friends," says Ms. Archer.

## Sell Anywhere

YOLO Board is implementing NCR Retail Online this year to grow its ecommerce operation. "I am really looking forward to it. Right now, when I get an order, I have to key it into the POS system," says Ms. Archer. "Once NCR Retail Online is live, all my customer orders will be processed automatically, and my credit card fees will be lower. That will make my store more efficient. NCR Retail Online will save me money, time and labor." The ecommerce platform also will update inventory automatically, which is essential as YOLO Board adds new retail and warehouse locations.

The company is planning to use NCR Customer Connect to send targeted email marketing offers to customers, such as beginner lessons to customers purchasing their first board, workout and yoga gear to women and race information to competitive boarders. "The capabilities of the NCR Counterpoint retail management system are amazing. I know that we are just scratching the surface right now," says Ms. Archer. "I can already see its benefits with inventory management, invoicing and reconciliation. We're not a big operation. We have to be efficient at what we do, or we can't grow the way we want to."



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