



Good, Fast and Cheap – RORC achieved all three with LANSA



More than >POS

Snapshot

Customer: RORC is a division of DUMAC who provides POS solutions to the supermarket, quick service and restaurant markets across the USA and Canada.
www.dumac.com

Challenge: Having to constantly revisit code due to upgrades and incompatibilities. Dated user interface and lack of configurability.

Solution: Redevelop old Visual Basic solution and over 40 integration points with LANSA's low-code platform.

Key Benefits: One set of source code for a solution that is highly configurable, deployed by over 1,000 retailers that run a mixture of Windows operating systems.

Business Need

When DUMAC Business Systems, a major provider of point of sale (POS) software, hardware and services, acquired Retailer Owned Research Company (RORC), a co-operative focused on delivering POS and retail automation software solutions, it was a match made in heaven. Both companies knew the grocery industry inside-out and were providing independent retailers with innovative solutions.

DUMAC's flagship retail grocery software solution, now called RORCV6, originated in the 1980s. At that time, the retail industry moved away from mechanical cash registers towards electronic systems that could scan goods at checkout. Large retail chains could afford such an investment, but the costs were prohibitive for most independents.

As a result, the RORC co-operative was formed to provide a more affordable solution. RORC developed both a retail back-office and POS system, which evolved based on input of its member retailers whom varied in size from small 'mom and pop' stores with one or two checkout lanes, to stores with over 30.

The RORC solution had been doing well for over 15 years, but its user interface needed updating, the setup options were not flexible enough and its database was stretched to do things it was never intended to do.

IT Challenges

There is a lot of complexity involved in grocery retail automation. The back-office system needs to provide price management, inventory replenishment, sales statistics, cash management and reporting on cashier productivity. The POS frontend system needs to integrate with various scanners, scales, printers and numerous third party systems, such as frequent shopper programs, couponing and so on.

RORC investigated whether there were any suitable commercial off-the-shelf retail solutions available, but found that they were still too expensive. Moreover, they catered to chain operators, with features that were useless to independents.

RORC decided to redevelop its solution from scratch. Since the original version was developed in Visual Basic, an initial consideration was redevelopment with .NET. However, Joe Jurich, vice president retail solutions at DUMAC (and previously CEO of RORC), felt it was not going to eliminate one of RORC's major problems: Code deck instability. Over the years, every time Microsoft came with a new release of either Visual Basic or MS Access, Jurich and his team found themselves working countless hours to rebuild perfectly good business code, because of incompatibilities between the source, IDE, database or operating system. "We were spending a lot of time and resources, without any new functionality to show for it," says Jurich.

The Solution

RORC evaluated several development options and selected LANSA. "By taking care of the underlying 'plumbing' code, LANSA could insulate our business logic from various version and system incompatibilities. We could write the logic once and, if we wanted to, port it to another operating system or database. We could do all that maintaining a single set of source code, which is great for any solution provider. We also liked LANSA's low-code productivity, because we were on a tight timeline," says Jurich.

RORC's backend, POS system and all integration interfaces (over 40) are developed with LANSA. After a successful first pilot, RORV6 has been smoothly rolled out to over 1,000 retail locations across the USA.

"The LANSA-developed solution is simple to manage and easy to maintain. By insulating us from having to worry about underlying version incompatibilities in the operating system or database, we saved both time and removed a prior headache – code instability," Jurich says.

"There is old adage, that three factors are always desired: Good, Fast and Cheap. In reality, you can pick two knowing that the third is the trade-off. For instance, it may be good and fast, but it won't be cheap. Or, fast and cheap, but it won't be any good. With LANSA, we achieved all three. The deliverables are very good. They were built much faster than we could have built them in any other language. And the end result was significantly cheaper than it would have cost using other methods."



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**Joe Jurich, Vice President
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