



Concept:

- Apparel Retail

Previous POS:

- Retail Pro

Key Issues:

- Real-time Data
- Simple Pricing
- Upgrades Included



“It was such a breath of fresh air when we started looking at Springboard Retail because you could tell it had been designed by people who have been in retail and have gone through some of the same challenges that we are currently going through.”

~ Theresa Johnson, Owner, Modern Romance

Modern Romance, a multi-channel women's contemporary fashion boutique based in Newport Beach, blends fashion, femininity and the stylish beach culture of Southern California. Modern Romance is always a step ahead of the trends: it was the first store of its kind in Orange County in 1994 and launched its own fashion brand, Stevie Sister, in 2015. When Modern Romance's POS and retail management software wasn't keeping up with the demands of their growing retail enterprise, it was time for change.

Challenge

After 20 years on Retail Pro, the negatives began to stack up and the team found themselves experiencing frequent and time-consuming upgrades and the frustrating inability to get inventory reports in real-time. In their search for the best POS software, Modern Romance evaluated about a dozen POS systems and found that to be a challenge in itself. “Many of the systems we looked at basically morphed coffee shop POS systems into apparel systems, they were missing a lot of functionality that was critical to our business,” says Johnson, citing Vend and Revel as examples. She felt other systems such as RICS and Runit were more targeted to apparel, but Johnson felt their technology approach was outdated and wasn't as flexible as she needed.

“We were using our previous POS system, Retail Pro, for about 20 years. When it was time to upgrade again to the next version, it might have seemed easier to stay with what we had and avoid migrating all our data to a new system. Springboard had more than enough benefits to justify the data migration and that process even turned out to be much easier than we had originally anticipated. We are so glad we made the move!” ~ Theresa Johnson, Owner, Modern Romance

Solution

After evaluating a dozen companies over a period of two months, Modern Romance chose Springboard Retail. Since implementation, Modern Romance has had improved real-time insight into their business enabling them to make better buying decisions, resulting in double digit increases in sales in the past year. “When you amortize the cost of upgrades and add the software maintenance and support fees, we have reduced our POS/merchandising system costs by over 50%” says Johnson.

Springboard has not only saved Modern Romance money, but continues to save 10-20 hours per week due to the system being much more user friendly and offering the ability to access it from anywhere explains Johnson.

Key Springboard POS benefits for Modern Romance

- Designed by Retailers
- Complete Retail Management system
- No Upgrades
- Customizable features
- Quick-to-start and easy to onboard
- Real-time inventory decisions

10-20

Hours Saved per Week

50%

IT Costs

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Increase in Sales



Access to Real-time Data