Atlantic Systems

Powerful and Feature-Rich POS for the Liquor Market

Atlantic Systems, Inc.
Solutions for POS Systems

To establish and thrive in any niche area with a unique value proposition, a company needs all the hands-on experience possible. Being one of the most highly regulated and niche sectors in the retail industry, the liquor market is subject to state-wise variances in legislation. And among the various challenges faced by liquor store managers and retail chain executives, the lack of a POS system that is fine-tuned with the ever-changing laws of selling liquor across the U.S. is the most prominent. Enter Atlantic Systems, a New Jersey-based POS provider that has developed a product based on the expertise that its founders accumulated during their time as liquor store managers in the late 1970s. Today, with its 30-year experience of serving liquor retailers, the company offers a POS solution that is developed keeping the current needs of the industry in mind. "Atlantic Systems builds a symbiotic relationship with its clients, to design and augment POS systems based on market requirements and customer feedback," says AJ Stetz, the company's president.

Unlike its contemporaries, the company's POS incorporates diverse features such as internal gift card processing, seamless linking between POS and client website, and more. In addition, the POS provider offers a mobile application that allows business owners to monitor the operations of their store or retail chain in real time. Above all, Atlantic Systems has developed its POS with a large number of integration points, which the company leverages to offer easy-to-use solutions to independent stores and retail liquor chains. One such product is Spirits Mobility, which allows a store owner to check stock on the floor in real time, create labor lists, and make purchase orders. Additionally, Atlantic Systems has developed other modules that allow the POS product's integration with delivery services like Instacart, as well as in-store kiosks to enable the execution of tasks such as scanning prices and building customer lists.

Apart from the all-inclusive set of functionalities of its POS software, Atlantic Systems also offers hardware and implementation services to ensure efficient utilization.

Further, in cases where a client lacks the sufficient data needed to run a POS, Atlantic Systems leverages its master database—comprising data pertaining to over 120,000 products. The company also offers a yearly support contract, which gives customers technical support, periodic software updates, and reports on the market shifts.

To highlight the effectiveness of Atlantic Systems' POS, Stetz cites an incident about a liquor business owner who stopped using the company's offering and transitioned to another POS in the market, only to return to Atlantic Systems five years later. Stetz takes pride in such customer stories because it perfectly illustrates the unique position his company holds in the highly competitive liquor retail space. "We try to differentiate ourselves from the competition by providing more interaction channels between businesses and their customers to drive loyalty," adds Stetz.

> ## Atlantic Systems builds a symbiotic relationship with its clients, to design and augment POS systems based on market requirements and customer feedback

With an aim to provide its POS and complementary services to more store managers in the U.S., Stetz is planning to expand Atlantic Systems' existing clientele into more states including Illinois, Missouri, and California. From a product standpoint, the company is currently developing an integrated security solution suite, which covers the installation of surveillance cameras that are linked to Atlantic Systems' POS solution and mobile application. This new offering will also provide daily and weekly reports detailing any security incidents. Additionally, the company is introducing integration with in-store digital signage to reflect pricing changes made in the system along with providing electronic data exchange to enable automated purchase order entry. "We are always on the forefront of technology to improve our POS for it to be in tandem with the emerging trends," concludes Stetz. **RC**