

## CASE STUDY



# Volanté Enterprise™ Software is a Proven Winner

"We're a very complex company. I'd looked at a number of point-of-sale systems before choosing. At the end of the day, I knew that Volanté Enterprise POS was what we wanted. It addressed all of our needs perfectly."

- Eddie Stutz, VP of Operations, Woodbine Entertainment Group

**Customer:**  
Woodbine Entertainment Group

**Website:**  
[www.woodbineentertainment.com](http://www.woodbineentertainment.com)

**Industry:**  
Hospitality  
Gaming Stadium, Restaurant

**Location:**  
Toronto, Ontario

**Customer:** With roots dating back to 1881, Woodbine Entertainment Group has emerged as a leader in Canada's entertainment industry. A large and extremely security conscious \$1.5B CAD racing, gaming and dining organization, its flagship Woodbine Racetrack – located on 264 hectares (650 acres) of property on the outskirts of Toronto – is the only horse track in North America capable of conducting Standardbred and Thoroughbred racing on the same day. It boasts a seven-eighths-mile harness racing surface, a one-mile polytrack, with the spectacular 1.5 mile E.P. Taylor Turf Course encircling both tracks.

Long recognized the country's largest and most innovative horse racing operator, the company has grown into an admired and respected multi-

purpose entertainment organization delivering first-class service within its world-class facilities.

Employing 2,300 full and part-time staff, the company owns and operates:

- A teletheatre offering off-track betting.
- Online and telephone wagering.
- Live national broadcasting services.
- Sports bars.
- Fine dining.

**Challenges:** Woodbine is a multi-entertainment complex that includes casinos, numerous restaurants and lounges, an outdoor patio and merchandise sales.



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On the day of the Queen's Plate over 50,000 people are served in this exciting and pressure packed environment.

'Volanté's Enterprise POS is installed at Woodbine's various venues numbering over 200 point-of-sale registers in a mixed Linux/Windows topology.

"I especially like the wireless hand held unit. Believe it or not, I initially saw the product at a trade show in Vegas. It's funny that I had to go to Vegas to find a company that's located just around the corner from me."

*- Eddie Stutz, VP of Operations, Woodbine Entertainment Group*

### MORE INFORMATION

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Woodbine wanted to simplify the support and increase the reliability of their POS environment, to consolidate many of the disparate legacy systems under the umbrella of one POS system, and have seamless integration into a patron management system. Woodbine also had wish list of features, the most important being:

- Customer Relationship Management
- Enterprise version for corporate and multi-location
- Wireless POS/Wireless mobile computing
- Security
- Flexibility

**Solution:** Woodbine Entertainment Group has proven to be one of Volanté's most successful large, complex and concurrent capital-intensive projects.

It features ID and access card usage, club member tracking, gift card and rewards points tracking (individual, family, team), voucher redemption and merchandise sales, through a full featured POS and back-office solution including integrated credit card authorization, quick serve kitchen video and mobile tablet computing.

**Results/Benefits:** Woodbine is happy with the fact that Volanté is an all-encompassing system. Its scope includes:

- Retail
- Purchasing
- Integration with Woodbine's player-reward application.
- The ability for staff to pull up any menu from any location.



"Reliability is also very important, especially a system that can stand alone. We can't have our system go down; who wants to find themselves in that situation? So having no down time at all is key."

*- Eddie Stutz, VP of Operations*