



## SUCCESS STORY

# PRO FOOTBALL HALL OF FAME

The Pro Football Hall of Fame in Canton, OH is one of the most popular tourist destinations in the country. Each year, millions of visitors from across the country come to see their favorite players and teams forever enshrined in football immortality. Needless to say, many of these visitors tour the gift shop as well.

For Chad Reese, information technology specialist at the Pro Football Hall of Fame in Canton, OH, a smooth, quick checkout experience is a necessity, particularly during the Hall of Fame Festival, the events leading up to the enshrinement weekend and Hall of Fame preseason NFL game. So, imagine his horror when, in August 2005, a terrible mishap occurred.

“We added dozens of new phone lines for the media,” says Reese. “As a result, our phone lines coming into the building were accidentally disconnected resulting in us being unable to process any credit card transactions. CPGateway was set-up during one of those moments and saved the day!”

Reese called Da-Tronics, his OH-based Radiant Systems Retail Partner in a panic. Within minutes, his store was set up on CPGateway, and began processing cards even quicker than before. CPGateway doesn't rely on standard phone lines for processing. Instead, it harnesses the speed, power, and reliability of the internet, resulting in much quicker transactions, normally less than 2 seconds.

Reese feels the decision to switch to CPGateway has been a good one all around.

“CPGateway has allowed us to process credit cards much faster and allowed for more transactions to be processed in a shorter period of time,” Reese says. “The net result was more sales during open hours.”

CPGateway's power presents Reese and staff with unique opportunities during the 2007 Hall of Fame Festival.

“During the Hall of Fame Festival, we host a second store location in our parking lot in a large tent with 5 registers,” Reese says. “The lines sometimes get very long, but CPGateway's fast credit card processing cuts the wait time in the line significantly. This encourages customers to buy product and helps maximize our overall sales revenue.”



It's not just the economical rates, quicker processing, and additional sales CPGateway facilitates that Reese enjoys. CPGateway's reporting capabilities allow him view detailed sales reports as well as specific credit card sales information. He can even pull up hour by hour sales charts. And, as a CISP-compliant portal, CPGateway protects Reese and his store from hefty fines resulting from fraudulent card use.

All in all, CPGateway has been great for Reese and the Pro Football Hall of Fame. Its speed, reliability, and reporting capabilities have allowed Reese to operate a smoother operation in one of the busiest gift shops in the country.

“I feel CPGateway allows us to maximize our sales with a minimum amount of downtime,” Reese says. “We no longer need to worry about phones lines being cut, line noise, or busy signals. We are able to process sales more efficiently and have shorter lines, all due to the speediness of CPGateway.”

For more information on how CPGateway can help you speed up your checkout time and increase your sales, visit [CPGateway.com](http://CPGateway.com) or contact your Radiant Systems Retail Partner.