



Headquartered in Akron, OH, DRB is a family of some of the most powerful brands in the car wash and related industries: DRB Tunnel Solutions, DRB In-Bay Solutions, SUDS™ and Beacon Mobile.

# Revenue. Profits. Remarkable experiences.

Rugged, Mobile Point-of-Sale Hardware Supports the DRB Mission to Maximize Car Wash Customer Revenue

For over 30 years, Ohio-based DRB®, a leading provider of point-of-sale (POS) software for car washes, has been supporting, and driving, unprecedented levels of growth within the car wash industry. The DRB Masterbrand of services and products empower operators to grow recurring revenue, maximize

profitability and deliver remarkable experiences to everyone who interacts with their businesses.

To achieve this goal, DRB functions as an all-in-one, turn-key POS solution provider for their car wash customers across the United States and Canada.

## Challenge: Providing a turn-key POS solution

After an initial run of handheld devices, customer feedback led the DRB team to seek a device with a larger screen that would be easier to view and use. The new tablets were preferred over the old handhelds by the car wash customers. However, when the device end-of-life announcement came and no good replacement was offered, the DRB team was faced with finding a new solution for their customers.

The new device needed to have an integrated barcode scanner and Magnetic Stripe Reader (MSR), which DRB customers had become accustomed to. Further, the device had to be rugged. "Being in the car wash industry, our customers look for something ruggedized because the devices are often used in harsh conditions and are geared towards optimizing throughput in a fast-paced environment," said Zach Hershberger, Integration Systems Engineer II at DRB. "Giving them something that is hard to break is important."



### Rugged xTablet T8650

- ▶ 8-inch viewable touchscreen
- ▶ Intel® Atom Quad Core x5-Z8550
- ▶ Honeywell® barcode scanner
- ▶ MagTek® Magstripe Reader
- ▶ IP65 rating (dust and water)
- ▶ Long-life hot swappable battery



## A new generation of rugged mobility

The DRB team tested four tablet solutions, with the standout performance coming from the MobileDemand xTablet T8650.

The device was visually appealing; thinner and less clunky than the other options, yet the rugged bumpers reassured users of the toughness of the device. Other upgrades from the previously equipped tablets included double the

processing power, twice the amount of RAM, a 20% increase in battery life and a larger screen size.

Another major deciding factor was MobileDemand's engineering agility. While the integrated barcode scanner and MSR solution on the preferred xTablet T8650 was not previously offered, MobileDemand was quick to develop this customized offering when approached by DRB. "Those were definitely features that we needed, and MobileDemand was able to provide them," said Hershberger. "Having a magstripe reader and barcode

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scanner integrated into the tablet is a necessity for the car wash industry." MobileDemand was able to integrate to the exact DRB specifications, so no software change was needed.

The integrated peripherals increased productivity by allowing car wash employees to enter and process secure transactions directly into the DRB POS system and scan coupons and monthly membership barcodes without leaving the customer's vehicle.





**“Having a magstripe reader and barcode scanner integrated into the tablet is a necessity for the car wash industry.”**

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## **Good communication leads to ongoing relationship**

While the customized solution was a key selling feature, even more important was the strong relationship between DRB and MobileDemand. With a solution change at the height of a global pandemic, DRB was especially drawn to the proactive communication and problem-solving of the MobileDemand team. “MobileDemand has been on top of things, in terms of getting us product and keeping the supply chain healthy”, said Hershberger. “If there was a concern, the MobileDemand team was upfront on providing the information for us to act on.”

With technological advances and changing customer needs, DRB plans to continue working with MobileDemand to provide a turn-key solution to car washes across the nation. “We plan to continue working side by side with MobileDemand with the main goal of providing an industry-leading mobile solution,” said Hershberger.



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