



Press Release: Na Hoku

Hawaiian jewelry chain Na Hoku simplifies store systems with the DigiPoS Retail Blade

NA HOKU
Hawaii's Finest Jewelers Since 1924

founded in 1924, Na Hoku, Inc. operates over sixty retail locations in Massachusetts, New York, Pennsylvania, Florida, Illinois, Colorado, Nevada, California, Oregon, Washington and Hawaii. Their stores range from pearl-in-the-oyster kiosks to top of the line jewelry stores. They are ranked #15 of the top 40 jewelry chains in the United States and are among Hawaii's Top 250 businesses. Na Hoku has enjoyed an outstanding reputation in the jewelry industry for over eighty years.

Na Hoku was experiencing problems with inconsistent systems between 64 Na Hoku branded stores and Pearl Factory kiosks, and needed a new solution to standardize their POS hardware in order to simplify their increasing support issues. Na Hoku looked to DigiPoS and found the Retail Blade "RB3" was a great solution to their consistency issues. They liked the idea that they can self-support these systems by enabling in-store employees to service the system; simply by swapping out a hard drive, a power supply, or motherboard in seconds with no tools required.

With only 1-2 checkouts per location, it is crucial to their business to reduce downtime. Based on that need, they also chose to use the DigiPoS Advanced Replacement program to keep a working supply of technology available to them at all times with as little disruption to their business as possible.

"We originally chose the DigiPoS solution because of its modular design, but after using them for four years, the increased reliability we have experienced gives us immense satisfaction with our decision."

- Sam Chepkevich, Na Hoku

Director of Information and Telecommunications Services

They chose the Retail Blade over HP, Dell, and generic PC's as it was a Retail hardened solution. The Blade provided them with immediate functionality with their existing software, as well as a flexible upgrade or maintenance plan, enabling each store to control and reduce servicing costs and enjoy long term return on investment for years to come.

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