

CASE STUDY





Needle in a Haystack

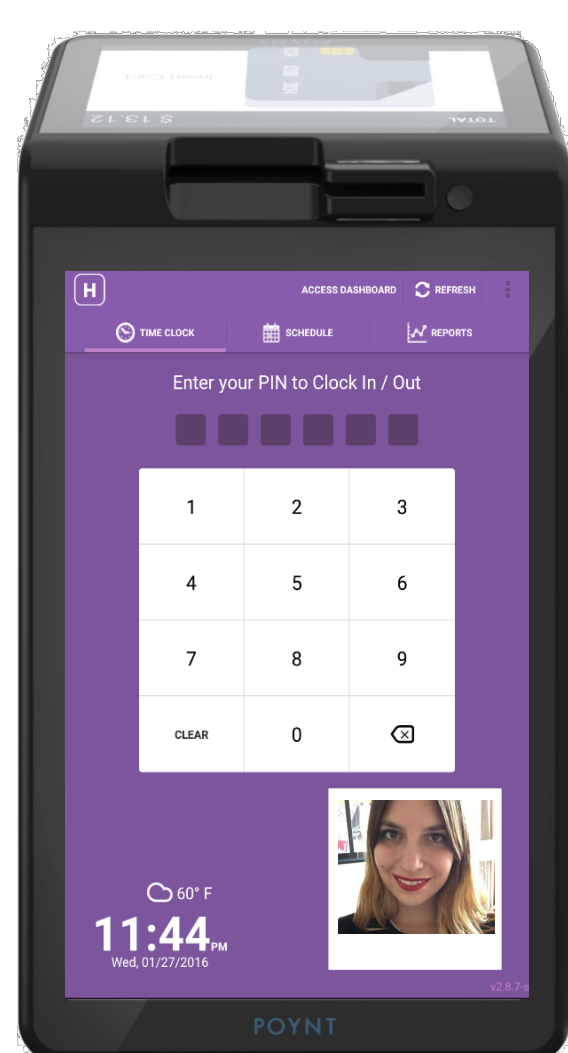
Cathe started Needle in a Haystack, a retail store that specializes in hard-to-find needlework supplies, over 18 years ago after a successful career as a software engineer in the Silicon Valley. While Cathe's customers rely on her extensive selections of fabrics and threads, she relies on (and loves) technology. Cathe is a self-professed geek who prefers tech blogs over needlework blogs. Her love of technology is what helped Cathe find Poynt, her smartest terminal to date, and subsequently the Homebase app.

Cathe loves that Homebase integrates directly with Poynt, so that her employees can clock in and out for their shifts on the Poynt terminal. She saves lots of time by digitally transferring timesheets to payroll. Before Poynt, Cathe was using paper time cards, and needed to physically go into the store to transfer the paper time cards to a manual spreadsheet each pay period. What a mess!

With Homebase, Cathe can run payroll from anywhere, as she simply exports the timesheets data out into her payroll spreadsheet. Things like employee availability and time off are all now stored in the cloud for her, meaning she doesn't have to physically track these details week over week.



-  **Location**
Alameda, CA
-  **Business Type**
Niche Retail
-  **Guest Visits per Day**
40-60
-  **Poynt Product**
Poynt Smart Terminal
Homebase Apps



Homebase App

Select merchants can access Homebase from the "Featured Apps" app on their Poynt terminal. If you not currently have access to the the app and would like to try Homebase, please contact us at support@poynt.com. This app and other apps in the Poynt Apps Marketplace will be made available to all merchants via their Poynt Smart Terminal in early Q2'17.

Now that I have Poynt and Homebase, I was able to get rid of an entire file drawer, as Poynt stores all my credit card receipts and Homebase stores all my time cards. Not having all that paper has made my life SO much easier.

Cathe, Owner