

**TOSHIBA**

# Innovation Transforms the Checkout Experience at Ahold Delhaize USA Brand Stores

Retail Business Services, an Ahold Delhaize USA company, is a leader in the supermarket industry and well known for its eye toward innovation, passion for great food and dedication to delivering value to its customers. Retail Business Services had a goal from its local brand partners - to increase throughput, front-end lane utilization and improve the customer's experience. Based on long-term relationships and proven capabilities, Retail Business Services turned to Toshiba Global Commerce Solutions and Getronics, plus other key partners to achieve their goals and vision for its stores. The result: a unique convertible lane that transforms checkout.

## **All lanes open, all the time.**

Retail Business Services came to its partners with a clear vision: all lanes open, all the time.

With convertible dual-use checkout lanes, Retail Business Services was able to provide a technology solution to its brand partners to make the most of the square footage in stores by replacing attended lanes that were only used some of the time, with lanes that could be used 100% of the time for either self-service or cashier-led experiences. Through this solution, the stores can

"Through extensive partner collaboration, we deployed an innovative technology solution that supports our strategy, Leading Together, while delivering our promise of a better place to shop."

—Paul Scorza, EVP,  
Information Technology and CIO  
for Retail Business Services.



**Retail Business  
Services**

A Company of Ahold Delhaize USA

reduce lines during checkout and give customers the ability to choose the way they experience checkout; whether they want the personal touch of a cashier-attended lane, or the convenience and privacy of a self-checkout lane – all while preserving the speed and full function of their existing attended lanes.

“Our partnership together goes back many years, but this project exemplifies our relationship as trusted partners and leaders in the industry. Our commitment was not only to project success, but also positive impact on store operations and bottom line results,” said Bill Campbell, VP, Head of Americas at Toshiba.

“We are delighted to have contributed to the teamwork, integration and collaboration that supported Retail Business Services vision for helping their store brand partners transform their front-end.”

Aaron Hagler, Getronics' Vice President  
of Software and Retail Solutions.

### Leading Together

To achieve this, Toshiba leveraged their extensive retail store knowledge to contribute software development and hardware engineering expertise, Getronics acted as the Systems Integrator providing project management, engineering and software testing capability, and another existing partner designed the customized cabinet.

The challenge? Create software functionality that allowed store associates to switch modes from Toshiba's Checkout Environment for Consumer Service (CHEC), a software application designed to optimize self-checkout, to their Toshiba POS Application. To ensure cashier-led transactions continued at full speed, Toshiba modified existing software application functionality to suit unique specifications. Toshiba leveraged its TCx™ Elevate digital platform ensuring a seamless end-to-end solution to power the front-end allows cash tender during both transaction types. Toshiba customized communications to create a unique solution with multiple applications and hardware devices. Close collaboration among the teams was the key to the successful design, development and deployment.

“We are delighted to have contributed to the teamwork, integration and collaboration that supported Retail Business Services vision for helping their store brand partners transform their front-end,” said Aaron Hagler, Getronics' Vice President of Software and Retail Solutions.

To perfect the solution, Retail Business Services conducted prototype, lab, and in-store pilots, and gathered feedback from shoppers and associates. With this valuable insight in hand, the team refined functions to reduce operational risk in the rollout and prove value to the business.

When the rollout began, Retail Business Services ordered approximately 40 lanes. Less than a year later, they have placed over 435 dual-use lanes in 175 stores across Ahold Delhaize USA's local brands, including Giant Martins (Carlisle, Penn.), Giant Food (Landover, Md.) and Stop & Shop.

These convertible lanes have been met with glowing reviews from shoppers and cashiers alike. Shoppers have reported they appreciate the ability to choose their checkout method and skip the line while using the input belt to load large orders. Cashiers can scan a shopper's cart quickly, with the added security and accuracy of cash recyclers for cash tender eliminating the complexity and time required to manage cash.

In the end, Toshiba and Getronics stepped up as trusted partners and industry leaders to collaborate with Retail Business Services and partners to create a solution that exceeded expectations and delivered meaningful business value to the companies of Ahold Delhaize USA.

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