

TOSHIBA

The big upgrade: **POS-as-a-Service** creates a modern retail experience for Coop Norge Handel AS

Coop Norge Handel AS (Coop) wanted to replace the POS hardware across all of its stores in Norway. Coop needed a robust and flexible solution to handle growth as the business moves forward. Acquired over many years, the legacy system was a confusing mix of models, brands and different hardware across their many stores. The PCs and scanners were not standardized and none of the hardware was powerful enough to run a modern POS software application. The retailer needed to implement a modern, integrated solution.

Coop is owned by 102 cooperatives with more than 1.4 million members across Norway. The smallest Coop has one store with one Point of Sale (POS) system and the largest has 200 stores which are serviced by 500 POS systems. The Coop head office provides the organization with IT and accountancy services, and acts as the wholesaler on all goods to the stores.

Problems and challenges

Because Coop had worked with different hardware providers for many years, the operation was becoming difficult to manage. With various IT staff looking after different parts of the company from different locations, it was challenging to streamline support across the entire business.



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“With its worldwide reputation for reliable, industry standard hardware, Toshiba was the ‘go to’ brand when we considered upgrading our retail technology. The new touch screens are easy to use and the distinctive design looks great in the stores.”

– Hans Gismervik, IT Department Leader,
Coop Norge Handel AS



coop

The lack of a single service partner was also a problem. Only the biggest Coop stores had service personnel to carry out installations, so many of the smaller stores were facing the challenge of self-installation. When a POS would break, staff on the shop floor would have to order a new machine and install it themselves, which meant hardware downtime.

To run a modern software application, clunky 'spare part' machines would have to make way for flexible and standardized hardware.

Solution

After looking into several solutions in the market, Coop decided to choose POS hardware from Toshiba Global Commerce Solutions, running the POS application from the existing vendor Lindbak Retail Systems. Project management and roll-out was handled by InfoCare who offered a full end-to-end service by providing and installing all of the hardware in every outlet throughout the country. This allowed a single company to take care of operations in every store.

Toshiba hardware was also recommended by the software supplier, but in the end it was the overall package including the price and flexibility that made the decision easy.

The installation project began in August. With plenty of other business activity leading up to peak trading season, there was a real urgency to get things done quickly. In something of an early Christmas present for the retailer, the installation was wrapped up in three month's with approximately 3,000 Toshiba SurePOS 700 systems, 6,000 Toshiba SurePoint Touch Displays and 3,000 Toshiba 4610-1NR Printers successfully installed in 1,000 stores.

Benefits

Now, when a store needs a point of sale, they call the head office, place an order and everything is delivered and installed by the service partner. And of course, they offer a repair service, removing the self-installation problem that staff in the smaller stores had been facing previously.

The POS upgrade meant that for the first time in its history, Coop had a single, unified hardware and software solution. With a new centralized system, it now leads all operations from the head office, rather than trying to manage scattered IT staff in different locations across the country and the head office can deliver POS-as-a-Service to any store that needs it.

Results

- Previously, the mix of hardware made it difficult to measure performance and profit because the solution was disjointed. With the single overarching view, all activity can be managed from the head office.
- The software solution is flexible enough to roll out offers, discounts, incentives and customer rewards to every Coop store in Norway.
- Touch screen technology by using Toshiba Displays and keyboards from a 3rd party offer improved usability, making the system intuitive for customers and retailers, for whichever function they prefer.
- Self-service hardware lets customers scan their own products in store as well as membership cards and coupons.
- For cashiers, the benefits of the upgrade are as clear as night and day – the scanners are much easier to use, making customer transactions faster and increasing productivity across every store.

Conclusion

The project is ongoing for the Coop with installation of a further 1,500 Toshiba SurePOS 700 systems with Toshiba SurePoint Touch Displays and Toshiba 4610-1NR printers across Norway. The roll-out will be completed inside three months and each POS will have two Displays. With the Toshiba flagship SurePOS 700 solution in every store, Coop has a retail-hardened solution with the power, capacity and flexibility to upscale and handle future business growth. With the single solution being delivered from its Head Office, Coop can roll out POS-as-a-Service to all of its cooperatives with ease.

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