

Greggs finds perfect recipe for PCI compliance with new terminal rollout and support project

Popular food-on-the-go retailer partners with Toshiba to replace over 4,000 devices in over 1,700 shops.

Building on its strong high street heritage, Greggs has been on a journey in recent years to remodel its shops and reposition them where busy customers need fresh, tasty food on the go. But it's been much more than a makeover. Behind the scenes, there's also been a major effort to bring systems and processes up to date to cope with new ways of paying and to meet new PCI compliance requirements.

After a rigorous tender process, Greggs brought Toshiba in to manage the solution rollout, in-life maintenance and support. The Toshiba engineers quickly established themselves as part of the Greggs team – going above and beyond the call of duty to make sure everything was up and running in place, and on time.

“We'd given ourselves a very challenging rollout schedule and it went like clockwork. The experience and knowledge of the Toshiba engineers was immediately apparent and they worked seamlessly as part of our team in a genuine partnership. The Toshiba team were quick and agile with minimum impact in-store, allowing for a smooth transition to our new payment systems.”

- Dave Banks, Purchasing Manager – Corporate Services, Greggs



Challenge

Having opted for a new card payment system, including a point to point encryption (P2PE) solution, Greggs had initially considered rolling out the new hardware and software themselves. It wasn't impossible, but with over 4,000 devices in more than 1,700 shops it was a logistical challenge – with a very tight window of just seven weeks to complete, and PCI considerations to factor in as well.

Timing was everything. Kicking off in the late summer, and running through the 'golden quarter', the new system needed to be in place before the busy Christmas period and the PCI deadline at the end of December. So the Toshiba team knew they had to get it right first time to avoid any negative impact on the stores.

Solution

The project was a fine balancing act. Every single store was affected as the engineers needed to go in and set up the new terminals and PIN entry devices (PEDs), update the software, and test it all. With 4,435 tills and the same number of PEDs to be set up across 1,605 sites, the Toshiba engineers completed over 200 shops a week, on average.

For the project team, this meant balancing and coordinating a whole host of suppliers and engineers to make sure everything was in the right place at the right time. The team developed communications together to keep store colleagues up to date throughout the project. This meant that everyone knew what was happening, there were no nasty surprises and the installation could go ahead as smoothly as possible.

"It was faultless," said Greggs commercial lead Dave Banks. "We'd given ourselves a very challenging rollout schedule and it went like clockwork. The experience and knowledge of the Toshiba engineers was immediately apparent and they worked seamlessly as part of our team in a genuine partnership."

Benefits

As well as helping to getting the new solution in place quickly, Toshiba's innovative 'time and materials' support option proved a real game changer. It's a very cost-effective way to ensure maintenance and support of new systems; with everything installed and maintained correctly, Greggs only needs to pay for support if it's needed.

Dave explains: "It gave us great confidence that Toshiba would be an ideal partner for us. The solution was tailored for us and Toshiba proved willing to listen to their customers and adapt to our needs.

"The lack of noise is testament to the smooth running of the project and the impeccable job the Toshiba engineers have done.

"The whole rollout was completed in line with PCI guidelines and the P2PE solution has dramatically reduced the scope of our PCI compliance requirements."

Results

With a new contactless card system rolled out across the estate, Greggs is ideally positioned to cement its position as the first choice for fresh, tasty food on the go. Shop colleagues have confidence in the new system and customers get the same frictionless experience in every store.

The partnership has been so successful that when Greggs decided to branch out and open its very first drive-through, the obvious technology partner was Toshiba. With an eight-week window and new technology to test, install and provide training on, Toshiba combined the expertise and agility needed to get the job done.

"Our relationship with our customers is the key to success and it is only by really understanding our customers business, that we are able to provide insightful input and business enhancements. Our success is measured by our customers satisfaction and we pride ourselves on the levels of support and service that we deliver, and this depth of engagement is one of the key differentiators of Toshiba."

- Dimple Nanwani, Client Sales Executive, Toshiba

