



TOSHIBA

Blackwell's

Blackwell's selects robust and durable Toshiba T10 All-In-One POS for its renowned chain of Bookshops.

As a long-standing Toshiba customer, with a relationship spanning over a decade, when Blackwell's looked to refresh their retail estate, they chose to upgrade to the latest trusted and reliable Toshiba POS hardware.

In its busy retail stores, Blackwell's had been serving its customers through Toshiba POS hardware for over 10 years. Kate Stilborn, Customer Service & Operations Director, commented on the installation, "We've been very happy with our Toshiba tills since we first started using them in early 2010, they have been reliable and robust, and we've had very little issues with them. But it's not just about the hardware, it's also about the relationship with the Toshiba team, they've been fantastic to work with, we have developed a real partnership."

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– Kate Stilborn, Customer Service and Operations Director, Blackwell's

BLACKWELL'S

**TOGETHER
COMMERCE**

About Blackwell's

Blackwell's was founded on New Year's Day 1879, at 50 Broad Street, Oxford.

From humble beginnings the company has built a worldwide reputation for unrivalled customer service, specialist knowledge and a passion for bookselling. Their mission is to become the world's most trusted bookseller and to change lives through reading and books.

They have eighteen shops, including those in Oxford, Cambridge, London and Edinburgh, alongside those based on university campuses. Blackwell's also has a thriving corporate, professional and institutional business serving both private and public organisations.

A fit for the business

When the business decided to look at updating their stores POS with the latest technology, Blackwell's reviewed alternative manufacturers to see what other products were available in the marketplace. They were most impressed with the new Toshiba T10 All-In-One POS. Ros Nyman, Toshiba Client Manager, talked about the fit for Blackwell's business, "With its ergonomic design and small footprint the Toshiba T10 is the perfect mix of value, performance and style, and ideally suited to the store formats of the Blackwell's estate. It's modular and flexible configuration, ensures that the hardware is future-proofed and can evolve with any changes that Blackwell's need to make to their store operations, to meet changing customer demands and expectations."

The high specification on the T10 is also cost-effective to the business and will allow Blackwell's to use the POS units as PCs too, so store staff can order from their wholesale system and perform other web-based activities on the till: a true multi-functional device. The optional second screen has the potential to be utilised for advertising, branding and promotional messages displayed to customers. Blackwell's are currently piloting the tills in their Oxford flagship, prior to commencement of the full estate roll-out.

"We are very pleased to be continuing to work with Toshiba for our POS hardware refresh, we have the peace of mind and reassurance of a team that we know and trust. We looked at other POS solutions available, but the T10 has the functionality, sleek style, small footprint and screen options, that will work perfectly in our retail layouts. We also have the added comfort of knowing from our previous experience that the hardware is reliable, robust and durable, with the Toshiba team on hand if we have any minor issues in store. It represents real value for money for the business, especially as Toshiba were able to wrap in a maintenance package tailored to our specific requirements. We are really looking forward to completing the roll-out and utilising the new tills across our estate."

– Kate Stilborn, Customer Service and Operations Director, Blackwell's

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