

TOSHIBA



Self-Checkout arrives to Calimax from Toshiba

Founded in the city of Tijuana, Baja California (Mexico) in 1939 and with more than six thousand employees, Calimax is a regional supermarket chain that operates in the Mexican states of Baja California and Sonora.

Headquartered in the city of Tijuana (where its flagship store also resides), Calimax currently operates 97 stores, has a 32% market share (according to Nielsen) and serves more than 48 million customers per year, which gives the undisputed title of leader of his region.

Demands of a "new normal"

With globalization, technological evolution and the COVID-19 pandemic, consumers pursue to have fast, personalized, unattended and above all else, safe shopping experiences. For these reasons, Calimax decided to evaluate self-checkout solutions from three different vendors, thus selecting Toshiba for this challenging project.

Toshiba and Calimax create an alliance

Thanks to the prestige of Toshiba in the market, the functionality and quality of our equipment, the alliance between Calimax and Toshiba in June 2020, bringing with it the beginning of a relationship that seeks to satisfy the new market demands and the opportunity to innovate and insert cutting-edge technology in the operation of its stores.



Toshiba's Self-Checkout devices have helped us a lot, because with a high turnover of cashiers and a lack of manpower in several of our stores, the fact that the customer can self-service, helps relieve the lanes. With just 1 person, we cover 4 positions

- Roger Zapata Buenfil
Calimax IT Director

As with any new project, there have been important challenges, both in the implementation and in the integration, however, by teaming up with Calimax, each of the obstacles have been resolved in a timely fashion.

One of the great concerns while adopting self-checkout solutions is undoubtedly security, since there is a fear that shrinkage could increase. Calimax has been able to verify that Toshiba self-checkout solutions have loss prevention mechanisms (such as security on scales and scanning, guiding lights and audio, among others) to ensure that transactions guide the consumer at all times and identify exceptions in a timely manner, without reducing the agility of the process.



I believe that Toshiba self-checkouts have great functionality and tools for control and security.

- Marco Antonio González Álvarez
Calimax Retail and Technology Manager

Regarding the customer and their experience with the self-checkout points of sale, Calimax has noticed that their adoption has been very good and the learning time, both for users and employees, was shorter than expected.

Calimax plans before the end of the year, have 40+ SCO units in 11 stores.



For me Toshiba was best option, due to its tradition , reputation and the position it has in the technology market.

- Sergio Borrayo
General Manager from Calimax

Calimax will continue to work hand in hand with Toshiba, to increase the number of self-checkout systems, as well as consider an update of the POS equipment they currently have.

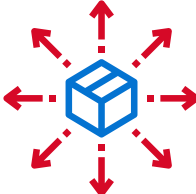



Supermarket
 chain

97

 Stores

6,000
 Employees 


 1 distribution center
559723.34 Sq. Ft.
52,000 m2


2 states of the
Mexican Republic. (Baja California y Sonora)

 **Calimax**

Top
 Quality

Serve
48,650,611
 clients
 per year 


 Catalog of
20,000 items

TOSHIBA
 Alliance

Market share
32%

User experience:
Minimize the wait in
 checkout lines



Before the end of 2021:
40 +
self checkout
 in **11 + stores**



Functional benefit:
 With **1 person** 4
 positions are covered

TOSHIBA