Rautakirja's R-Kiosk Chain Enhances Service and Increases Sales with new Point-of-Sale System

Capgemini worked with Finland-based Rautakirja Oy's Kiosk Operations (R-Kioski) division to implement a POS solution designed to improve customer service, enable the sale of new types of products and enhance supply chain operations

The Situation

Rautakirja operates about 720 kiosks and convenience stores in Finland, with additional operations in the Baltic States.

The company needed a real-time operations model that could enhance its supply chain, improve customer service in the stores, and allow Rautakirja to expand its product and service selection.

The Solution

The new point-of-sale (POS) system was delivered, implemented and is supported by Capgemini.

The solution is based on a packaged application suite from Retalix, extended with local solutions like card payment functionality developed by Capgemini. The POS technology runs on the Microsoft Windows XP platform.

The Result

The new POS solution has been enthusiastically accepted by store employees. Customer service is faster and easier because of the informative touch-screen based user interface.

The system also enables the sale of new types of products by interfacing with third-party external sales applications. This allows Rautakirja to sell electronic products like tickets and prepaid phone cards.

The retailer has already implemented interfaces for Lippupalvelu (Finnish ticketing office), lottery terminal, YTV (local travel ticketing), phone card sales and video rental applications.

> **"Our solution enables a completely new, real-time operations model, which will help us to enhance supply chain operations in the future. The system will also provide a firm basis for expanding our product and service selection to meet the changing needs of consumers."**
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> **Pentti Talikka**
> **Information Management Director**
> **Rautakirja Kiosk Operation**
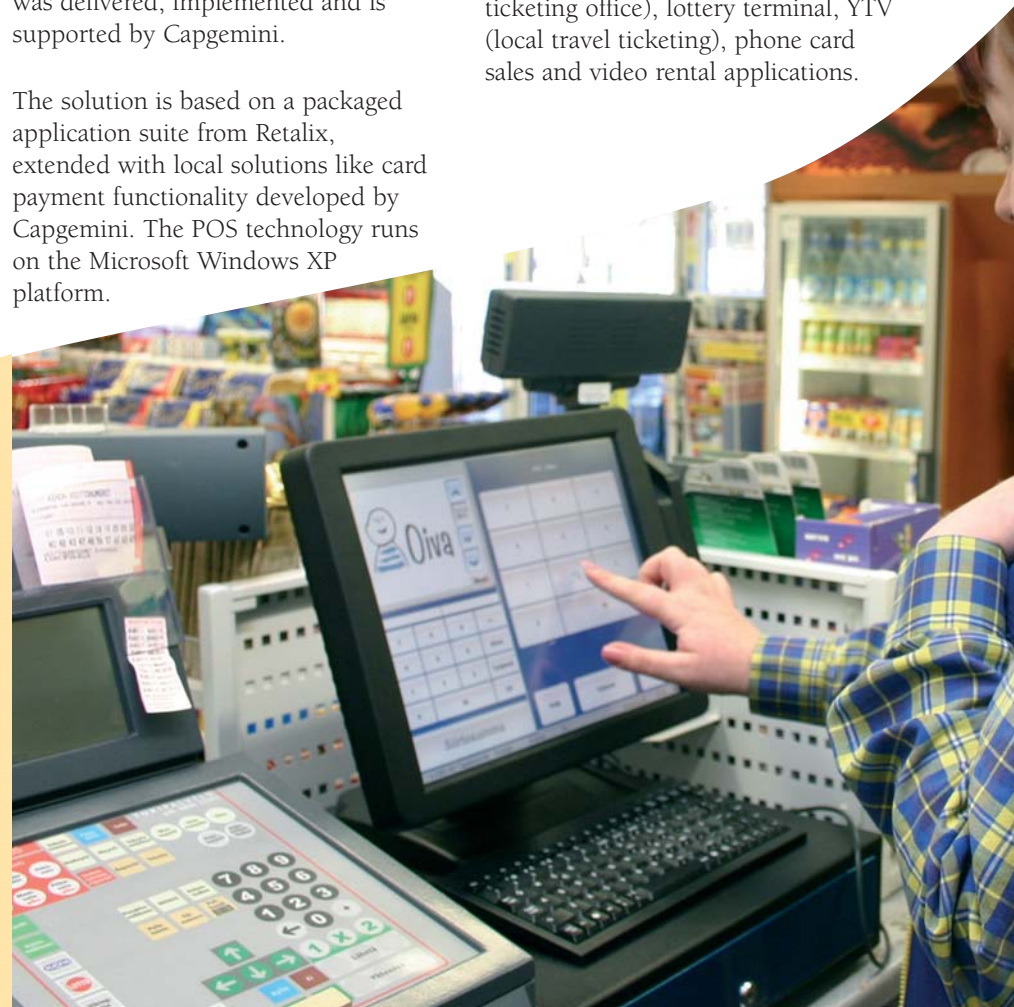
How Rautakirja and Capgemini Worked Together

Rautakirja is a Finland-based customer-oriented trade and service company active in the fields of wholesale press distribution, kiosk trade, bookstores, movie theatres and multipurpose arenas. In addition to the domestic Finnish market, the company operates in Estonia, Lithuania, Latvia, Romania, Germany and Russia.

Rautakirja's R-Kiosks form a nationwide centrally administered chain of kiosks/convenience store outlets. These offer consumers entertainment, excitement and pleasure alongside basic everyday consumer items and services from morning until late in the evening. The R-Kiosk chain's key competitive advantages include proximity to consumers and easy access, a diverse product assortment and personal service. In addition to Finland, the company runs kiosk operations in Estonia and Latvia.

In recent years, there has been an expansion of the range of goods and services in the direction of a convenience assortment. At the same time, Rautakirja's average kiosk size has increased and the opening hours have become longer to match the changing needs of consumers.

As a result of an Extended Retail Solutions (ERS) engagement, Capgemini signed an agreement with Rautakirja Oy's Kiosk Operations to create a new information management system for the R-Kiosks. ERS is a joint initiative from Capgemini, Intel, Cisco Systems and Microsoft. It provides a standards-based retail platform that enables the deployment of the business and technology solutions necessary for the transformation of store operations, supply chain management and product promotion.

R-Kiosks' new POS system was delivered, implemented and is supported by Capgemini. The solution is based on a packaged application suite from Retalix, extended with local solutions like card payment functionality developed by Capgemini. The POS application is Retalix StorePoint™, and the centralized server solutions are Retalix HOST™ and Rema™. With 11,000 installations in 25 countries, Retalix StorePoint is the leading software solution for chains of convenience stores, fueling stations and quick-service restaurants worldwide.

The POS technology runs on the Microsoft Windows XP platform, providing an easy-to-use interface for customer service employees in the stores. Store chain control applications from Retalix are HOST and Rema, running on Microsoft Windows Server. Software distribution is based on Microsoft SMS, and rights managements uses MS Active Directory. Rautakirja's stores and headquarters are connected by broadband communication.

The implementation project, followed by a successful pilot period with about 50 stores, has been completed, and rollout to the entire chain is under way. Rautakirja also plans to install the new POS solution in its Estonian and other Baltic operations.

About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6.954 billion euros.

More information is available at **www.capgemini.com**

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