

Retail Solutions to Stay Ahead in Fast-Paced Mobile Telephony Sector

Decommissioning 5 legacy systems in 12 months by deploying new EPoS systems, Vodafone was the first retailer in its sector to have new Chip & Pin technology in all stores.

The Situation

Faced with the introduction of Chip-&-Pin throughout the UK in January 2005, along with the significant expense associated with maintaining legacy technology, Vodafone UK decided to combat these issues by upgrading the electronic point of sale (EPoS) system in its retail channel.

The Solution

Together with Capgemini, Vodafone developed a solution that would keep the retail channel ahead of its competitors on the High Street.

The Result

So successful was the initiative that it enabled Vodafone to retire 5 legacy systems and the Project was short listed for a Business Excellence Award.

How Vodafone and Capgemini Worked Together

Vodafone is the world's largest mobile telecommunications company, providing an extensive range of mobile telecommunications services to almost 155 million customers. The consultative approach to selling phones and services in a Vodafone store demands that the point of sale is not just a till, but a multi-purpose device that links together and delivers core in-store functionality. With an existing legacy system approaching the end of its lifespan, largely due to rapid growth, Vodafone recognised that it was constraining the ability of the retail business to fully deliver its strategic vision.

“On the business and technology side we needed someone who not only knew retail java and the retail and telecommunications business, but could work with our engineering force. Coming into this project there was an awful lot to achieve and we needed someone who would not be scared by it.”

Vince Rawle, Operational Improvement Manager, Vodafone UK



For Vodafone, Capgemini was the obvious partner to help achieve its ambition: "Why did we select Capgemini?" asks Vince Rawle, Operational Improvement Manager, Vodafone UK. "The project needed to achieve aggressive timescales and I needed someone I had confidence in. Both companies have a dynamic culture, and conversations got to the real issue quickly, ensuring we were set-up for success."

With a partner who understood Vodafone's business, the team could progress with the confidence that they had established a collaborative environment in which to address the project challenges: "Ultimately we chose Capgemini because they were a company we felt we could have an honest and open dialogue with; in our discussions we exchanged ideas, not budgets and deadlines," adds Vince.

Vodafone's goal was to strengthen and leverage its brand, whilst introducing flexible technology that could grow with Vodafone's business needs and be consistently used across its network of 348 stores.

The solution had four key elements: replacement of all hardware; installation of chip and pin functionality; development of additional functionality; and staff-centric metrics.

The first element required the development and implementation of new hardware and a new Point of Sale system (core functionality), which enabled the stores to trade as well as integrate with existing systems. Next, the joint team deployed the new Chip & Pin functionality in line with regulatory guidelines along with additional functionality that had been developed within the EPoS system.

At store level, this enabled the store managers to have more control and enabled the staff to see their commission building throughout the day. The final stage saw the

development and deployment of a Time & Attendance and Commissions system; this enabled greater flexibility to support the ever-changing business and helped drive new initiatives.

The new system enables the effective management of the retail business, both within the stores and remotely. The system encompasses sales order and payment processing, cash management, customer ordering, reporting, store administration, and inventory management among other things.

In just 12 months, Vodafone was able to decommission five legacy systems and begin using the new Point of Sale system, including Chip & Pin, across its entire retail estate. Vodafone was the first retailer in its sector to have Chip & Pin live in all stores.

For the first time the retail business had visibility of real-time management information through various media channels that has helped drive sales and reduce fraud. With such vast management information, Vodafone is more in control and well-positioned to grow its business and maximise its retail channel.

As a result of its relationship with Capgemini, Vodafone now has lower technology costs, greater control, and the confidence that it is fit for the challenge of today's increasingly competitive communications market.

Concludes Vince: "I feel very confident about the technology supporting the business going forward. I wasn't a year ago."



About Capgemini and the Collaborative Business Experience

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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 60,000 people worldwide and reported 2004 global revenues of 6,3 billion euros.

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