



New System Enables Retailer to ‘Surprise’ Customers with Relevant Offers at the Point of Purchase

**Together with Intel,
trusted adviser
Capgemini
demonstrates value
in point-of-sale
refresh to support
retailer’s strategy
goals**

The Situation

This retailer has stores in the Netherlands, Belgium, Luxemburg, France and Germany. High-performing, reliable IT systems underpin the success of its retail operations.

The retailer was eager to replace its point-of-sale (POS) systems with newer, lower-cost hardware, running software with greater functionality to support retail promotions. It turned to its trusted technology adviser Capgemini for help in assessing the business and technology challenges associated with this.

The Solution

After visiting the Intel stand at the National Retail Federation (NRF) Annual Convention & Expo, the retailer observed the strategic working relationship between Intel and Capgemini. It wanted to hear more about the technical benefits of POS systems based on Intel, together with further detail on the business benefits of using the Intel® vPro™ platform to manage its POS systems.

The retailer ultimately decided to deploy the HP rp5800 Retail System based on Intel Core i5 vPro processors.

The Result

The new POS system offers greater functionality, making it easier for the retailer to target customers with a wider range of promotions on regular and new purchases. Ultimately this supports the retailer's strategic ambitions to "surprise" customers with relevant offers at the point of purchase.

How the Retailer, Intel and Capgemini Worked Together

Following the retailer's visit to the NRF convention, Capgemini and Intel set up a demonstration of the HP rp5800 Retail System running Intel Core i5 vPro processors. Capgemini advised the retailer on the best practices in comparing the performance of various platforms, focusing on understanding the retailer's business vision and showcasing the level of flexibility associated with different hardware configurations.

"When recommending a new POS system, it's important to challenge the OEM's vision – it's not just about technology but how this fits with your customer's business processes and strategic goals," notes Marc Rietra, Principal Consultant, Consumer Products & Retail, Capgemini Netherlands. *"Also, see the POS system as a complete package. Refreshing just the hardware or the software could create suboptimal results. Finally, take future usage into account but avoid over-innovative features not yet required as they can be expensive."*

The retailer was attracted to the fact that multiple original equipment manufacturers (OEMs) offer systems based on the Intel platform so it wouldn't necessarily be tied into one vendor's hardware. Also, the Intel platform had the capability to support future as well as current commercial ventures. The retailer decided to deploy the HP rp5800 Retail System based on Intel Core i5 vPro processors and running new software in all 600 of its European stores.

In addition to improved functionality, the Intel vPro platform offers superior manageability, helping to lower total cost of ownership (TCO). Using remote power management features, the POS systems can be powered up to upgrade software and install security patches out of hours, reducing energy consumption. Previously they had to be left on all night.

Keyboard-Video-Mouse Remote Control (KVM) streamlines IT support because many problems can be resolved remotely, reducing the number of deskside visits and downtime. Capgemini estimates the retailer could save thousands of euros as a result.

For more information on this project, please contact:
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About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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