



# Choosing a POS? Engage with Experts to Transform Your Business

A group-level process overhaul to support future growth: Leading pan-Asian retailer selects Capgemini Point of Sale tool to kick start its journey towards a more consistent omnichannel approach

## Establishing a logical omnichannel journey

Traditionally, retailers have worked to optimize the customer experience across individual channels, but this piecemeal approach is no longer sufficient. With customer experience on top as the primary brand differentiator, above price and product<sup>1</sup>, successful retailers are focused on creating a cohesive customer experience at every touchpoint.

<sup>1</sup> <https://www.prnewswire.com/news-releases/omni-channel-customer-experience---no-an-option-but-a-strategic-necessity-300303866.html>

## Overview

**Customer:** Pan-Asian retailer

**Industry:** Retail

**Location:** Asia

### Client Challenges / Business Need:

- Create a coherent omnichannel journey to support growth agenda
- Identify PoS and CM vendors to support common group operating model

### Results:

- Capgemini PoS tool reduced time taken to identify vendor by 30-40 percent
- Chosen vendors collaborating on a common group operating model
- Retailer on its way to achieving a consistent omnichannel approach



This omnichannel approach offers many benefits. Common central databases spanning products, prices, and offers create process and cost efficiencies for the retailer. They also make it easier to track customer interactions and tailor offers appropriately, boosting revenue and encouraging customer loyalty. With this in mind, one of Asia's leading retailers launched an initiative to transform its business at the group level.

With tens of brands operating in several segments across 11 countries, the retailer's processes and practices varied widely. Its operations weren't as efficient as they could be, and customer experience was inconsistent. The retailer had an ambitious growth agenda, and to be able to pursue this with any success, it first needed to create a more consistent, logical, and comprehensive omnichannel journey.

To realize this strategy, the retailer needed to introduce a common operating model across its brands, segments and geographies, starting with supermarkets, hypermarkets and convenience stores, based on shared systems, processes and practices. The first step was to identify and build working relationships with potential vendors who would supply its new Point of Sale (PoS) and Cash Management (CM) solutions. To ensure this identification process was thorough and efficient, the group turned to Capgemini.

## A proven vendor evaluation methodology

The market for PoS and CM solutions has changed dramatically in recent years. Retailers are increasingly confused about selecting new vendors and many lack the knowledge and experience to carry out evaluations internally. In response, Capgemini has developed a proven evaluation methodology to help retailers accelerate the selection process.

The Capgemini PoS tool, supported by Intel, is a crucial part of this process. Once every two years, Capgemini, as an objective, agnostic integrator, sends a detailed questionnaire to all global and select regional PoS vendors, asking them to provide extensive and up-to-date information about their offerings. Capgemini then adds this data to the PoS tool. Using this information, Capgemini analyzes the data and provides retailers with a ranked shortlist of PoS vendors that best meet their requirements in weeks rather than months.

Working closely together, the pan-Asian retailer and Capgemini arrived at a list of four non-negotiable and six best-fit requirements for the new PoS and CM vendors – see sidebar.

Using its templates, Capgemini created a comprehensive Request for Information (RFI) inquiry outlining the retailer's requirements. From the PoS tool, Capgemini together with the retailer identified a long list of 13 vendors for the RFI process. Seven for PoS software, five for PoS hardware and six for CM. Some vendors were able to provide solutions across all three areas.

Capgemini then discussed the written RFI responses with the customer and produced a short list of seven solution vendors across the three areas. For each of these three areas: PoS software, PoS hardware and CM, Capgemini then assembled and distributed a Request for Proposal (RFP) requesting more detail around specifics like financial and contractual information. The vendors were each invited to present their proposals to the retailer, along with a solution demo.

### Non-negotiable requirements:

- Cover all countries in scope
- Compliant with Payment Card Industry Data Security Standard (PCI DSS)
- Offer second-line support in all countries
- Previous Asian grocery retail experience

### Best fit requirements:

- Previous Asian implementation experience
- Meet business and technical requirements for the retailer's different business formats
- Support cloud solutions
- Support the retail group's languages
- Software to be hardware agnostic with low integration cost and compatible with existing hardware
- Support capabilities (implementation, project management and training)



Following this, Capgemini and the retailer worked together to build a final shortlist of just four vendors. Each of these vendors was then invited to further rounds of more detailed negotiations to resolve any outstanding issues and clarify any remaining open items. This enabled the retailer to whittle down the final short list to three.

Capgemini quickly established that PoS hardware solutions built with the latest Intel® Architecture best met the business and technical requirements for the retailer's different business formats. To help Capgemini determine which hardware vendor solutions were built on the latest processor technology, Intel provided Capgemini with a database detailing the chipsets appearing in each of the PoS hardware vendors' solutions. Capgemini's close partnership with Intel makes this knowledge sharing possible.

## Accelerating the vendor selection decision

By engaging Capgemini and the PoS tool, the retailer was able to reduce the time taken from identifying the long list to making its final global selection from 10-12 months to just 7-8 months. Despite the large number of countries and stakeholders involved, this equates to a time saving of 30-40 percent. The chosen vendors, including PCMS for the software and HP for the regular check out hardware, are currently collaborating on a template for an operating model that will be used across all 11 countries.

Ultimately, the retailer benefited from Capgemini's extensive experience in the retail sector. Thanks to its close working relationships with many hardware and software vendors, Capgemini can easily reach out, both formally and informally, to gather the information it needs to ensure the PoS tool is always up to date and delivers the best expert industry guidance. Since Capgemini has developed its proven evaluation methodology over many years, it uses a huge library of resources, templates and best practices to accelerate PoS vendor selection decisions.

## The Smart Digital Store

Capgemini views PoS as the beating heart of the store, both online and offline. Therefore, the PoS tool plays a crucial role in Capgemini's Smart Digital Store proposition – a set of ready-made solutions and reference architectures that brings together the customer, store employee, product and physical store itself. By following an integrated approach, rather than promoting discrete gadgets or one-off point solutions, the Smart Digital Store offers operational efficiency, creates new business models, and grows the retailer's business.

## Interested? Contact our Smart Digital Store experts

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Also visit the [Smart Digital Store website](#).

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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