



German Hypermarket real,- Checks Out all New Systems with Toshiba Industry Leading Hardware

The mission of real,- has always revolved around the providing the best customer experience – everything from ensuring that customers can easily navigate their store, to keeping them stocked with everyday necessities. real,- wanted to implement cutting-edge technology to ensure an optimal experience each time a customer walked in, and out of, their door. So when real,- went to update their retail systems and enhance their checkout process, they looked for a provider with hypermarket experience, which is critical given the significant number of SKUs (stock keeping units) in each store. A key factor was to identify a partner who could also offer industry leading point-of-sale (POS) store technology to deliver a seamless shopping experience – fast, easy to use and more personalized – with high availability and minimal interventions.

real,- a member of the Metro AG retail giant, headquartered in Germany, turned to Toshiba Global Commerce Solutions to enhance the customer shopping experience, with special focus on the checkout experience. In a very competitive selection process, key challenges real,- laid out included implementing new market rewards programs such as “PayBack Pay” stations, optimizing the checkout footprint, and increasing the number of self checkout POS systems. After a competitive review of their point of sale hardware options,



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Toshiba Global Commerce Solutions.



real,- selected Toshiba's Self Checkout System 6, including Checkout Environment for Consumer Service (CHEC) software, as the core hardware solution to provide real,- and its customers a better, optimized shopping experience.

"We selected Toshiba's Self Checkout System 6 hardware to upgrade our checkout modules for real,- because of its global reputation as a market leader of retail store POS technology and the durability it provides for both merchant and customer," said Uwe Pieper, Division Manager/IT, real,-. "Having a seamless solution to provide our customers new methods of checkout and payment options, allows for the continued customer service that is ubiquitous with real,- hypermarkets."

The redesigned checkout area includes a modernized self checkout zone that consists of four to six Toshiba System 6 units. The Toshiba systems includes cash modules, which allow the customer to pay by cash, the preferred method of payment in Germany. In addition to the cash modules, real,- also wanted to provide their customers with cashless methods of payment, and installed Toshiba's cashless self checkout. The newly-redesigned checkout area includes flexible scan & bag modules, allowing real,- both time and space optimization as well as cash management.

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cash and cashless models and a smaller footprint fit the exact needs of the store and the needs of the German hypermarket customers. We're very confident that we have one of the most robust POS systems that retailers can find anywhere."

Toshiba Global Commerce's expertise and industry-leading solutions have enhanced the checkout line for real,-. Now real,- can assure they are providing the best possible experience every time their loyal customers walk in through the doors.

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