POLYTOUCH®

Scan, bag & pay in the efficient way: EDEKA relies on Pyramid Computer Technology for Self-Checkout

Introduction

EDEKA Handelsgesellschaft Nordbayern-Sachsen-Thüringen mbH, one of the leading grocery retailers in Germany, is rolling out stationary self-checkout systems in its stores. The hardware is supplied by Pyramid Computer GmbH once again.
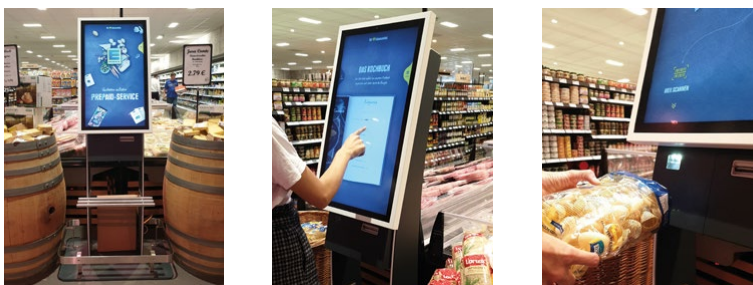
The two companies have enjoyed a successful partnership since 2017, bringing several hundred information terminals from the Pyramid brand POLYTOUCH® to EDEKA stores across Germany.

EDEKA has once again chosen Pyramid Computer GmbH, this time as the hardware supplier for its self-checkout terminals. The roll-out of the self-checkout kiosks began in autumn 2020 at the E Center Scharrer in Fürth.

Since 2017: POLYTOUCH® CURVE advises on wine, suggests recipes and provides information on ingredients.

Services for EDEKA:

- Pyramid develops SCO solution specially tailored to the needs of EDEKA.

- Exclusive design with a small form factor.

- All-in-one device that is delivered fully assembled (plug & play).

- Kiosk concept enables different payment modules and registers to be used depending on the regional company.

„We wanted to work with a company that is a true partner in project implementation and is responsive to our individual needs. Once again, Pyramid proved to be a good, reliable partner. The SCO has potential and it's chic to boot".

- Pierre Vieweg,
Head of IT

Since 2020: Self-checkout with the POLYTOUCH® PORTAL

A Flexible, Customized SCO Solution

The challenge for EDEKA was to find a suitable solution that would live up to its corporate philosophy of offering customers the best food quality **and** services. This commitment also applies to self-service technologies, which must meet the highest standards in terms of processing speed and user-friendliness, and be highly flexible in order to meet local market conditions.

As there was no suitable self-checkout product on the market that met EDEDKA's stringent requirements, the company decided to commission Pyramid to develop a tailored solution: the POLYTOUCH® PORTAL.

Thanks to years of experience in the development of flexible solutions, and a great deal of technical expertise in the IT sector, the project was realized within 5 months (from kick-off to roll-out). Direct contact and critical support from Pyramid's product and project management teams was crucial for this rapid and successful development.

The result was a space-saving, easy-to-service and uniquely designed product, exclusively for EDEKA. The PORTAL uses industrial-quality components to ensure a long and trouble-free service life. With a weight of 31.5 kg (70 lbs.), the terminal is a robust heavyweight that can hold up even to forceful users. The 15.6" multi-touch screen and peripheral modules (scanner, payment module and receipt printer) are all integrated in the chassis. This makes the PORTAL an all-in-one device that is delivered by Pyramid Computer fully assembled. This eliminates time-consuming assembly on site by EDEKA. Instead, the terminal can be set up, connected to the network and put into operation immediately.

The kiosks are designed so that different payment modules and registers can be provided, depending on the regional company. Optionally, a scale and a hand scanner can also be added. In addition, the PORTAL is compact in every version. This enables more devices to be installed in the checkout area, and therefore faster customer processing.

"Pyramid Computer can look back on many years of experience in the field of kiosk design and development. Our team analyzes the customer's wishes and provides sound advice in terms of look, feel and functionality," says Jan Altes, Product Manager at Pyramid Computer GmbH.

"We wanted to work with a company that is a true partner in project implementation and that responds to our individual needs. Once again, Pyramid has proven to be a good, reliable partner. The SCO has great potential and is stylish to boot," summarizes Pierre Vieweg, Global Head of IT Technology at EDEKA Handelsgesellschaft Nordbayern-Sachsen-Thüringen mbH.

Increased Customer Satisfaction

Customers use self-checkout registers primarily to avoid the lines at conventional registers. In addition, customers appreciate the ability to determine their own checkout speed, instead of having to adjust to the cashier's scanning frequency. But the most critical condition for the acceptance of self-service terminals is ease of use. To ensure this, the PORTAL's input and output elements for the checkout process are in close proximity and define a clear, easy-to-understand interaction zone. Inside the PORTAL, state-of-the-art technology ensures that every transaction is processed within seconds, which increases the efficiency of the payment process immensely. EDEKA deliberately opted for a cashless version with a contactless payment function.

"EDEKA customers can look forward to speed, efficiency and maximum user-friendliness at the self-checkout registers," says Jan Altes, Product Manager at Pyramid Computer GmbH. "Thanks to the express checkout registers, customers can avoid long waiting times at conventional checkouts, which can never be completely avoided despite maximum staffing at peak times."

The self-checkout kiosks are already in use in six (North, Minden-Hannover, Hesse, North Bavaria-Saxony-Thuringia, South Bavaria and Southwest) of the seven regional companies. Rhine-Ruhr will follow.

POLYTOUCH® PORTAL – Exclusively for EDEKA

- User-friendly, self-explanatory interface & easy to operate

- Custom solution, tailored to the requirements of each regional company

- High customer acceptance thanks to accelerated checkout process

- Shorter lines, fewer abandoned purchases

- Optimal utilization of available space thanks to small footprint

Pyramid Computer GmbH and its brands – AKHET®, FAYTECH® and POLYTOUCH® – provide solutions for the comprehensive digitalization of entire branches.

The POLYTOUCH® brand offers tailor-made kiosk solutions thanks to maximum modularity. We get the best out of self-checkin and self-checkout, self-ordering and indoor localization!