Orchestrating a brighter world

NEC

NEC Retail Solutions

Global Convenience Retailer

Customer

- Global Convenience Retailer

Industry

- Retail

Challenges

- Work with a vendor that thoroughly understood its business and could provide best practices in the retail industry.

- Needed technology products and services that could be seamlessly integrated into its business model.

- Owner-operators needing a robust, but flexible, product ordering system to ensure they maintained the product mix unique to their particular stores.

- Technology solution would need to support this growth and provide an advance ordering system to help manage product portfolios as well as provide for new business stream expansion.

Solution

- NEC developed a real-time inventory management and order tracking system that was easily integrated with a networking system from one of our global partners.

- NEC's mobile POS tablet, the Panel-i Pro, was the customer's first choice to manage in-store mobility for its sales associates. Today, the tablet is used to track and manage inventory of 2,500 items per store.

- The in-store networking solution gave the customer the business benefit of speeding up communications to thousands of stores, while the inventory management solution using NEC's handheld scanner (HHT) saved the customer time and money by immediately updating inventory in the stores.

- The solution is managed by NEC 24x7x365 to provide problem resolution from start to finish.

The NEC Retail Solutions portfolio includes a full lifecycle retail management solution using the best-in-class hardware, software and support solutions for retail IT.

NEC has installed retail systems worldwide in specialty retailers, convenience stores and quick service restaurants. Our quality Point-of-Sale (POS) and mobile retail solutions are designed to boost store performance, reduce operating costs and enable quick and efficient services for both single and multi-store operations. NEC Retail Solutions has a rich history and ongoing commitment to innovation, and our innovations fuel the future of your business.

Global Convenience Retailer

A well-known, global c-store customer engaged NEC in an effort to streamline its operations at stores in the U.S. and Canada. The convenience retailer was looking for cost-efficient solutions that would help it manage product inventory and ordering as well as in-store operations more efficiently. Improvements in these areas would give store personnel more time to devote to critical retail operations rather than focusing on mundane tasks.

Challenges

The customer needed to work with a vendor that thoroughly understood its business and could provide best practices in the retail industry. It needed technology products and services that could be seamlessly integrated into its business model, with the goal of ensuring that its stores can provide customers the products they want, when they want, and where they want them. Additionally, many of the outlets are franchise stores, with owner-operators needing a robust, but flexible, product ordering system to ensure they maintained the product mix unique to their particular stores.

The customer was also looking to expand its product offerings and revenue-generating business streams. The chosen technology solution would need to support this growth and provide an advance ordering system to help manage product portfolios as well as provide for new business stream expansion.

NEC leveraged its knowledge of the c-store industry to develop solutions that met the objectives and goals of the customer. Using a holistic approach, the process involved an evaluation of customer's technology, personnel training and business operations. NEC designed an easy-to-manage solution with a blend of hardware, software and services customized to meet the customer's specifications and ultimately lower total cost of ownership (TCO).

Solution

The team from NEC spent a lot of time with the customer at various levels of the organization to gain a true and accurate understanding of the requirements. The NEC solution needed to be cost effective and find the right balance between the customer's technology needs including future growth and the business benefits. Acting as the technology consultants, the NEC team was able to identify opportunities where NEC technology coupled with offerings from some of our global partners could be used to provide an end-to-end solution.

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Off-the-shelf hardware/software developed by NEC and our technology partners was customized and integrated with new technology created specifically for the customer. The hardware upgrades and installations were used in a refresh of the customer's data center, while the stores received tools that were easy-to-use and provided greater in-store mobility. NEC's mobile POS tablet, the Panel-i Pro, was the customer's first choice to manage in-store mobility for its sales associates. Today, the tablet is used hourly to track and manage inventory of 2,500 items per store to ensure that popular products are always available to its customers.

Additionally, NEC developed a real-time inventory management and order tracking system that was easily integrated with a networking system from one of our global partners. The in-store networking solution gave the customer the business benefit of speeding up communications to thousands of stores, while the inventory management solution using NEC's handheld scanner (HHT) saved the customer time and money by immediately updating inventory in the stores. All the technology is monitored and managed by NEC 24x7x365 to provide problem resolution from start to finish. From Level 1 service desk support to field service technician store visits, NEC's retail solutions supported individual retail stores as well as corporate operations. NEC made these hardware, software and service recommendations based on the customer's requirements and five-year architecture roadmap.

Strong Relationship with Customer

NEC works with customers and develops a deep understanding of their businesses and pain points to create solutions that are customized to meet their needs. This customer chose NEC because of experience and technology innovation. The quality of NEC's industry-leading retail hardware solutions consistently need less maintenance and have lower failure rates that are competitively priced and provide for lower ongoing service expenses. NEC's software and networking solutions helped streamline operations and reduce costs while providing the customer with a system that is easily manageable and can accommodate expanding revenue streams.