



# Self Checkout Integration

## Integration, implementation and service process

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**Evaldas Budvilaitis**

**VP Checkout transformation**

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## BLM Self Checkout

## VP Checkout Transformation



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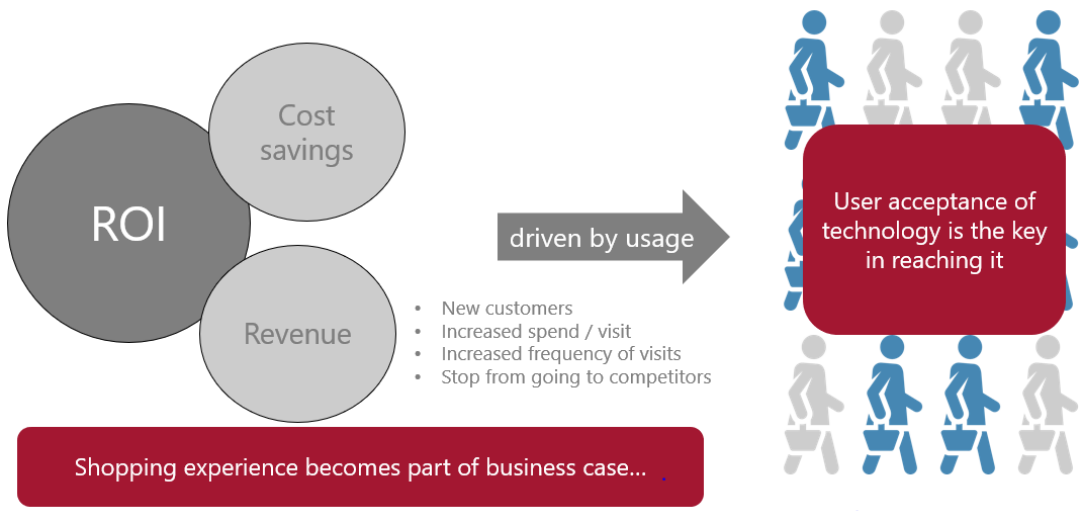
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# Topics to cover today

- Recap from seminar on ROI and building SCO business case
- Target audience of today seminar
- Possible engagement models
- Self checkout hardware
- Self checkout software
- Possible role split
- Expected outcome





## Summary and take away from ROI seminar

- SCO is complex business transformation project, which impacts customer experience
- Close co-operation between SCO implementation partner and Retailer is the must for success
- Only clearly defined SCO projects with aligned expectations between various Retailer's departments meets business goals
- Partner should guide retailer through implementation process and insure regular attention and follow up
- Right hardware and software are the must
- **If to do project right, SCO will help:**
  - **Save cost**
  - **Manage customer peaks**
  - **Improve customer experience**
  - **Address hygiene issue**

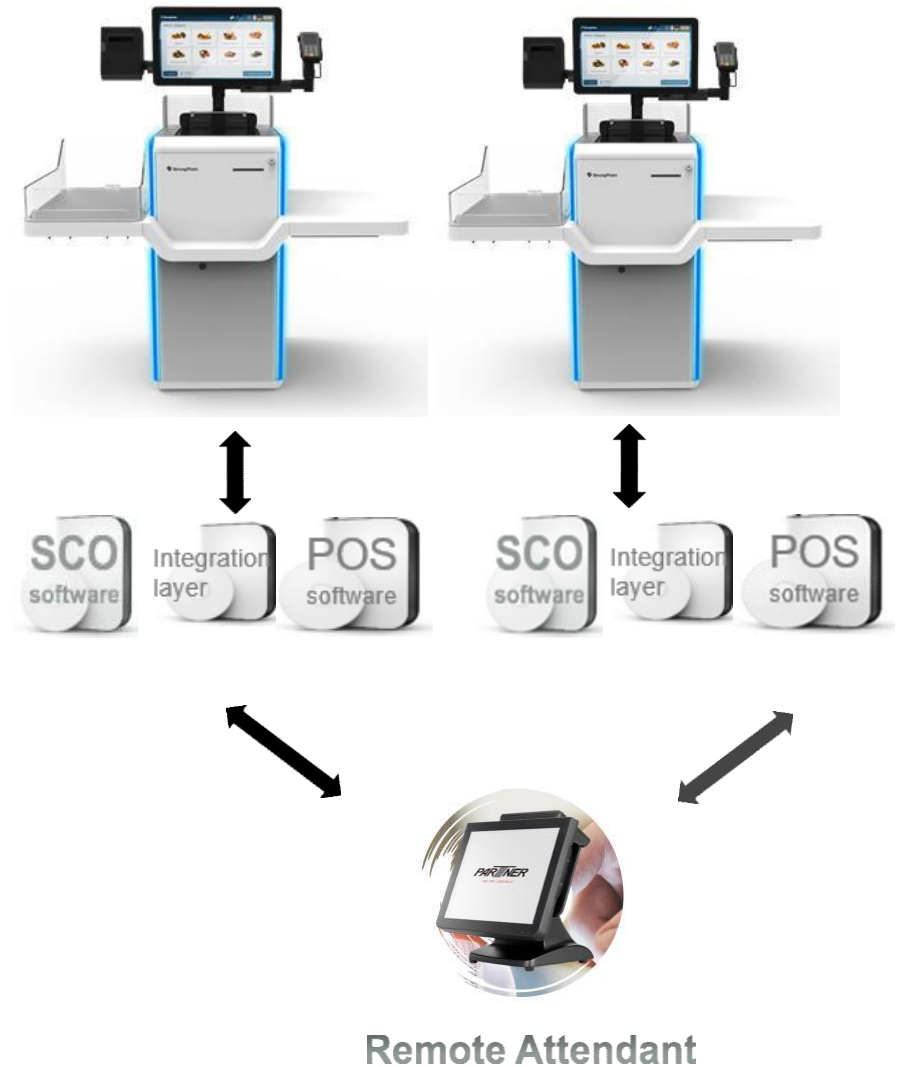


**Today seminar is for System Integrators (SI) and ISV's**  
**Existing and prospect PartnerTech partners**  
**Experienced and new to Self Checkout**

# For clarification -> POS and SCO. Interaction & infrastructure



- Every SCO has POS SW license, SCO SW license and integration layer
- PT SCO has shop back office license and attendant station license
- All PTE licenses to be re-sold by SI/ISV with a margin, who is general contractor if not requested differently
- PTE SCO SW works also on 3<sup>rd</sup> party SCO HW



## Why SI/ISV should consider working with PartnerTech with SCO?

- PartnerTech (PTE) DNA is business model together with partners therefore we will:
  - Enable partners' engagement in the preferred by them method and add the missing block into the puzzle
  - Make sure that co-operation is profitable for all contributing participants to the project
- PTE is coming late to SCO market and has ability to learn from mistakes of others and address unmet needs
  - State of the art hardware and software
  - Easy to adopt implementation and support process
  - Flexibility and speed -> do not lock retailer

As SCO is business transformation project, PTE will offer guidance to utilize and adopt existing experience, however SI/ISV can be left on his own under his request

## Possible engagement models for partners

- SI/ISV buys SCO HW and SW from PTE as well as promotes recommended services
  - Consultancy services will be invoiced by SI/ISV, but can be performed either by PTE or by SI/ISV
- SI/ISV buys HW and SW, but uses it's own implementation methods
  - With or without implementation consultancy
- SI/ISV buys only SCO HW and uses own dedicated SCO SW or upgrades POS to SCO solutions
- SI/ISV can re-sell PTE self checkout implementation services or can educate himself -> perform and license from PTE
  - Try & buy implementation consultancy can be used



# SERVICES IN SCO PROJECTS DEPENDS ON RETAILER'S EXPERIENCE AND MATURITY OF SCO IN COUNTRY

**Partner's attitude is very important**

## With SCO experience

- Rather technical projects, where we sell on our strengths and against competitor's weakness:
  - Good understanding of situation is needed
- Proving of business case not needed
- Limited or non pilot consulting
- Exception, if installations are not good, existing Checkout area assessment can be performed (commercial offer for that not presented here)

## With limited SCO knowledge

- Prove of business case as well as agreeing on measurable and achievable KPIs are highly recommended
- Pilot project consulting opportunity and need
- Extensive project management is mandatory
- Pilot success management – very important to keep retailer's focus and engagement
- Agreeing about implementation project and post implementation services is crucial
  - Retailer's satisfaction or frustration highly depends on this



# Product offering from PartnerTech Europe

# Full product line together with StrongPoint

- Mini SCO for small store formats
- Card only SCO optimal choice for most retail stores
- Cash & Card SCO small footprint and elegant cash payment enabled solution



**Audrey - Partner Tech's** future vision of the POS with complimentary stylish features, 5 years warranty and innovative design is the heart of all SCO



All SCO models can be equipped with Self-learning Security Scales, Dalas key and intelligent three-light

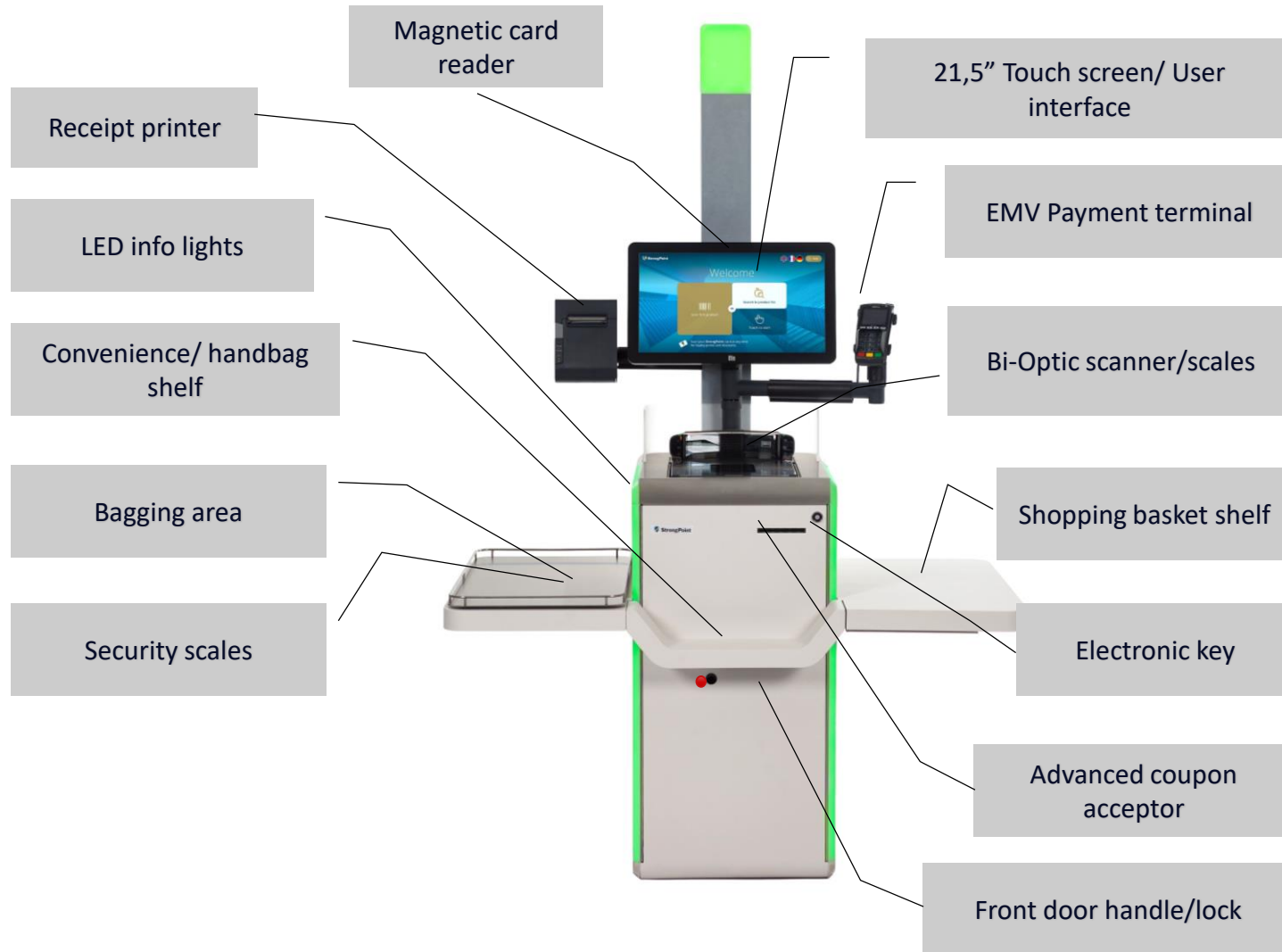
# Modern and fits today's as well as tomorrow's requirements

- Choice of bagging area size to fit different needs
- Clean design and retailer's colors option
- Enhanced security with Computer Vision based "Crime predictor" \*
- Hygiene - Zero Touch SCO to avoid person to person virus transfer
  - Contactless card or mobile payment initiation by foot \*
  - Fruits & Vegetables recognition and recommendation by AI and Computer Vision technologies \*



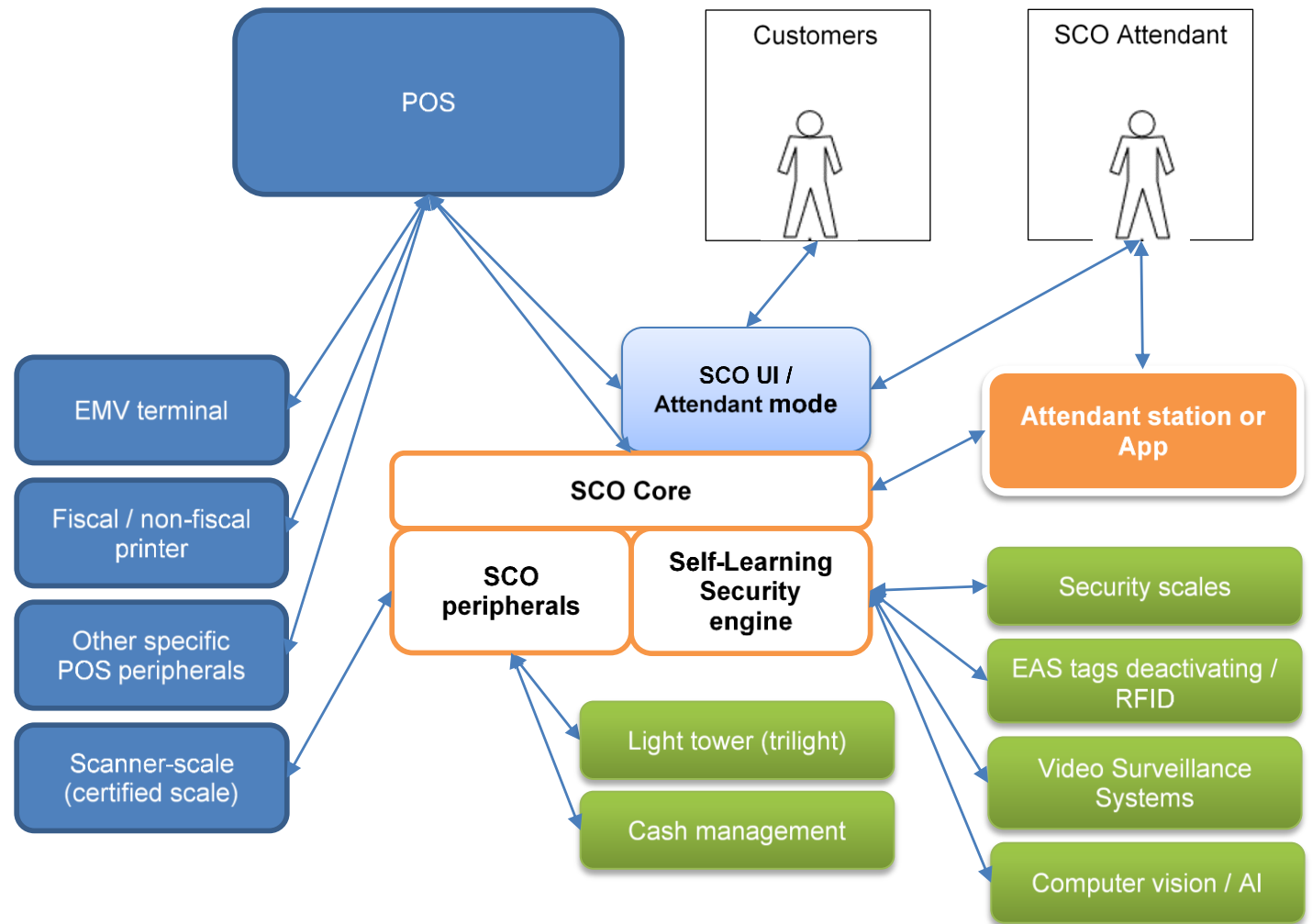
*\*Optional, available in Q4 20, Q1 21*



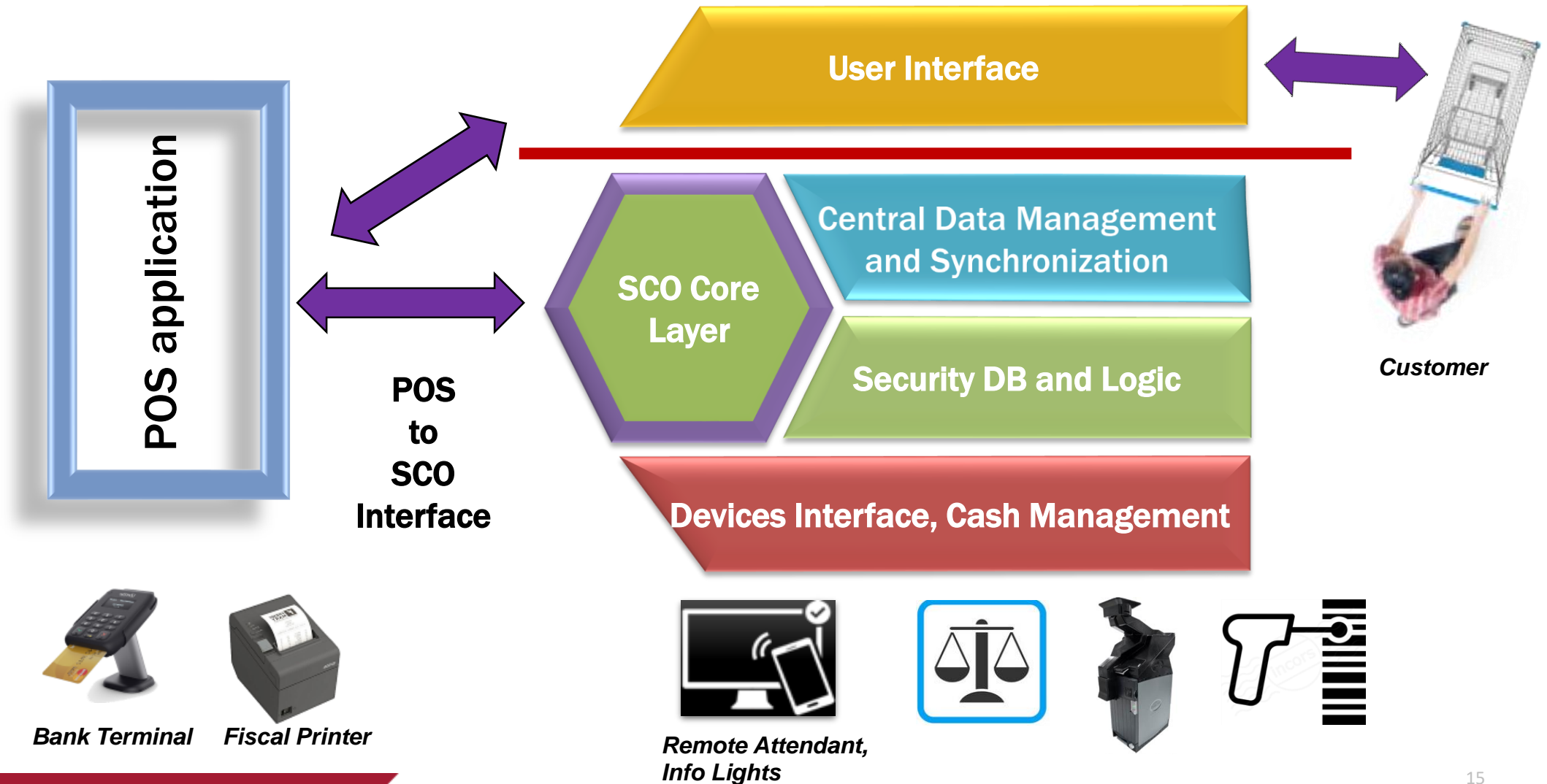


## SW architecture used on SCO

- SCO UI design as a part of integration service project for Retailer. Best practices advise from PT consultant, retailer's wish and joint process
- Documented communication protocol between POS and SCO usually is 20-30 man days project for POS SW House
- User interface design is programmed by PT/SP using WPF technologies and is implemented into SCO for each project as part of customization for master system
- Change requests according retailer's needs if such appear will be executed separately by POS and SCO. POS SW House will lead implementation to Retailer.



# Software applications on Self Checkout



# SPLIT OF RESPONSIBILITY AREAS BETWEEN POS AND SCO SW

## POS

- All items data management including prices and discount logic
- All customer data management
- EFT device and printer
- User interface and customer experience

## SCO

- Specific peripherals like Security, Identification, Lights, Interventions, Attendant, Cash Management
- SCO System Health Data
- SCO operations monitoring and reporting

## Rationale for such split

- SCO SW develops collecting experience from multiple installations in different countries, growing number of different SCO HW producers support. This architecture enables easier access to new customers who has legacy SCO HW or once ISV / POS SW is attacking competitors
- POS SW develops to provide superior customer experience through multiple touchpoints and be the cornerstone for Retailer's business data collection
- Going this way enables fastest start for new projects, minimizes investments of each party as well as enables each party to be self going then/if such need will be



# What must be considered implementing for SCO project

Store  
selection

Position  
and  
Layout

Right HW  
type and  
QTY

Presenting  
to  
customers

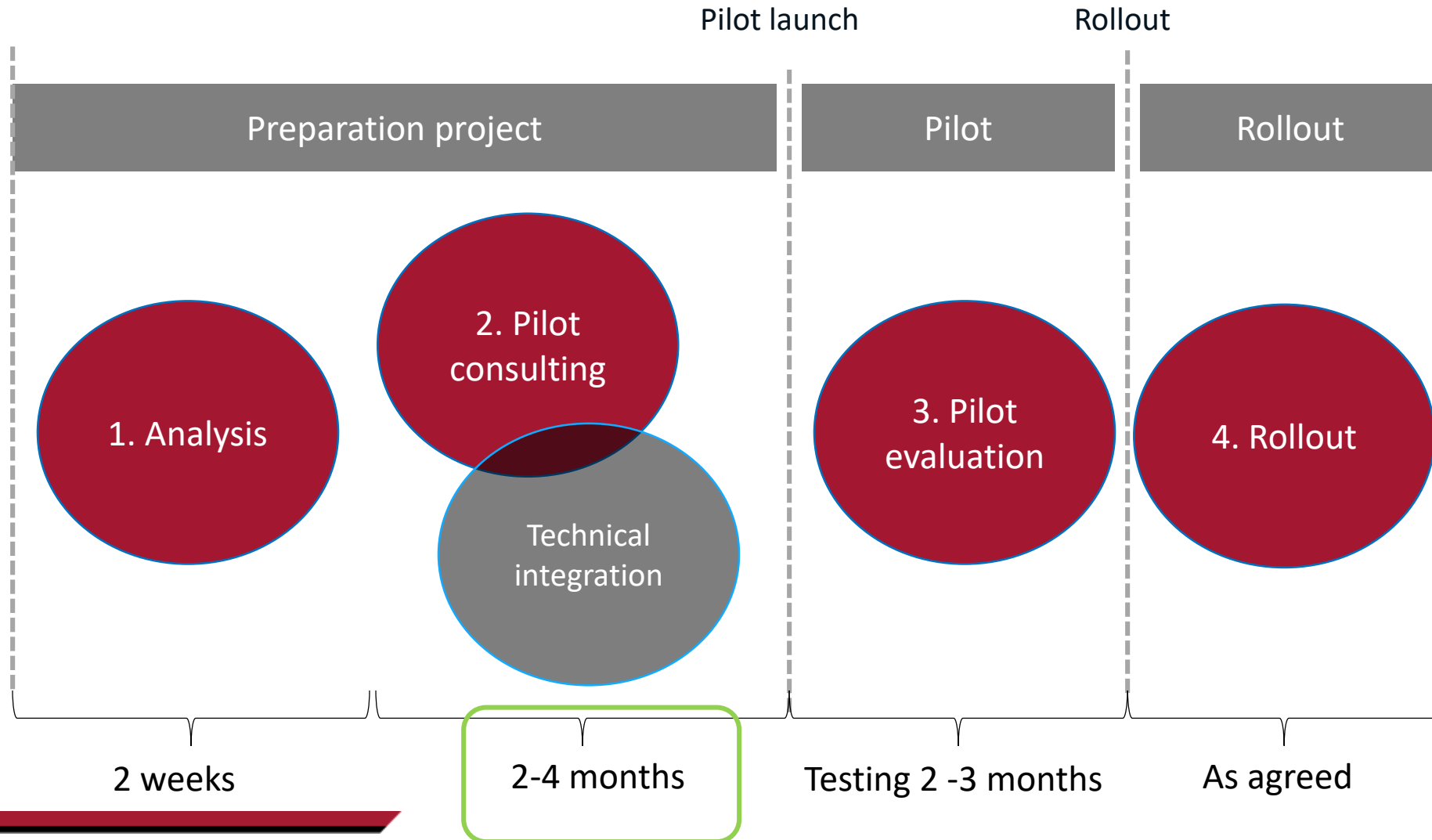
Attendant  
behavior

Store staff  
support

Define and  
follow up  
KPIs

Ensure you  
receive  
benefits

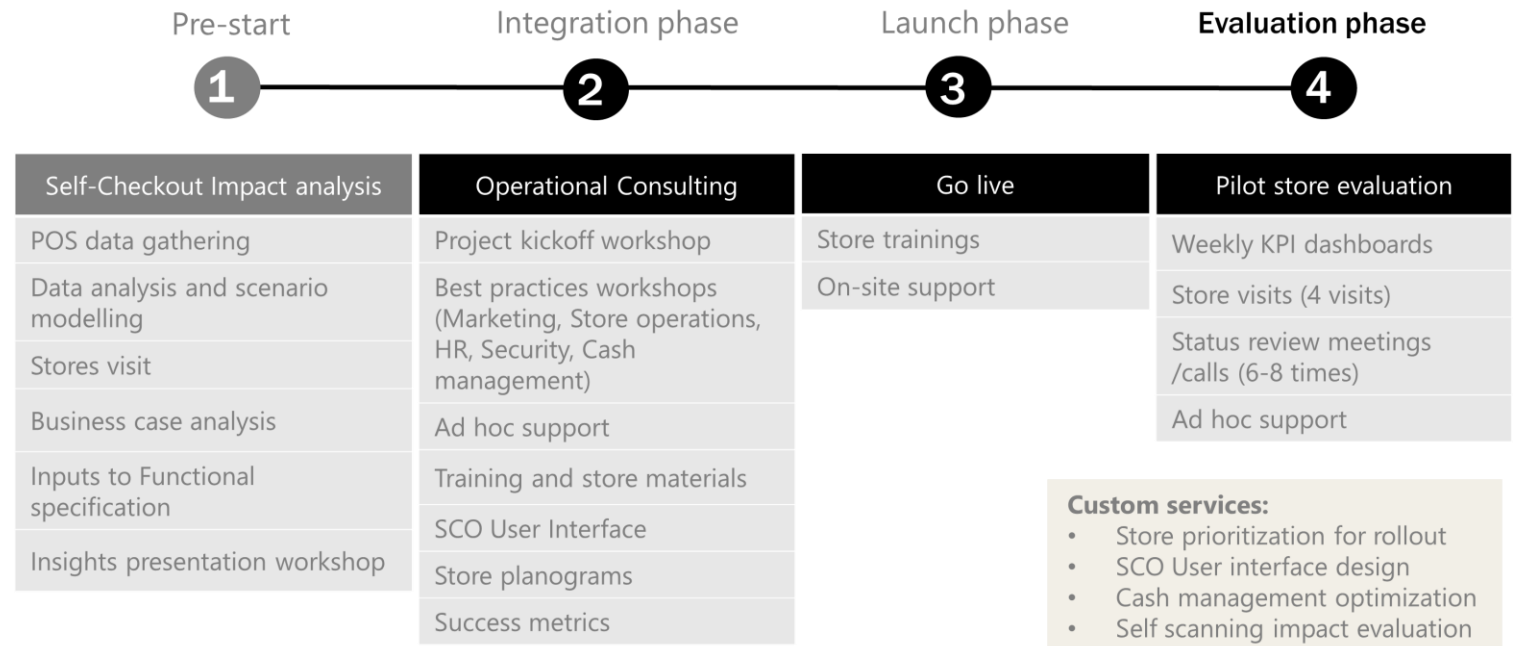
# SCO project sales and implementation



# Self Checkout project components and time



**In 2-4 months we can perform integration and go live pilot store**  
**The speed and cost of project is a part of better ROI**



# Summary and take away

- Self Checkout is profitable project business, which enables business process transformation for retailers
  - It can enable the entrance, where currently the doors are closed
- SI/ISV needs to decide which role he wants to be engaged in value chain:
  - i.e.: Agent, sales and service, ISV, full solution, “franchise”
  - Engagement level = Commitment and Investment level
- PTE will be flexible adopting the selected business model and will work for benefit or Retailer, Partners and Itself
  - PTE is ready to sell HW only and be agile when co-operation progresses





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# Thank you

Any questions?

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