

IBM Retail Store Solutions

IBM SurePOS 500 at play in Djurs Sommerland



Danish amusement park Djurs Sommerland has deployed 50 IBM SurePOS 500 units in the well-known Danish fun-fair. The SurePOS, together with printers and Point EFT terminals are tied together with a 54 mbit park-wide wireless network, allowing for easy relocation of the sales points.



Challenge

To wirelessly connect the existing Sales points and give the management an online overview of the sales flow

Solution

50 SurePOS 500, 50 SureMark printers, 50 POINT EFT terminals, linked together by a park-wide 54mbit industry rugged WLAN were deployed, carrying an Infostore sales solution, on top of the Navision ERP system

Result

Solid online overview of all sales figures, easy education of sales personnel, full integration of the sales operation the backend surveying, financial and replenishments systems.

Story

When IT manager Michael B. Nielsen was first contacted by IBM who offered a new sales system for the family owned business, he was at first a little surprised that IBM would be able to assist in the matter. During the first encounters it became apparent to Djurs Sommerland that IBM, based on their world-wide leadership in the entertainment industry with references like Parken in Copenhagen, Casinos and Hockey stadium world wide, could indeed be helpful in the task at hand.



IBM offered and deployed an Infostore POS solution with business partner Ciber, residing on 50 IBM SurePOS 500 model 532 terminals and central servers. The visually attractive and easy-to-operate interface of the combined Infostore and IBM solutions immediately proved to be the right solution for "Djurs". The challenge was to deploy the entire solution from the February point of decision until April 15th and the Season opening. In the following 2½ months IBM and Ciber's technicians and engineers worked relentlessly and creatively to create what was to become Djurs Sommerland's new neural system and the basis for the commercial success of the fair.

ITS, IBM's technical services department deployed the IBM hardware ensured that all POS and EFT terminals were wireless connected and monitored from the "command centre" at the centre of the Park. Meanwhile, Ciber Denmark designed and created the central Infostore management system that was tied the Navision ERP system. This was a first of it's kind in Denmark and by April 15th it proved it's worth, ensuring that the park opening became a success.

IBM Danmark A/S

Nymøllevej 91
2800 Kgs. Lyngby
Denmark

Søren Starup Jensen

IBM Sales & Distribution,
Retail Sales,
Retail Sales Specialist
+45 4524 1790
sstarup@dk.ibm.com

www.ibm.com/dk/solutions/rss