

# Inco

## IBM Customer Reference

### Solution synopsis

A wholesale food provider in Denmark boosted its customer self-service rate by over 35 percent when it engaged IBM Business Partner Extenda AB to deploy 25 IBM SurePOS500 cash registers running the IBM WebSphere Central Site Server V5 store integration framework

### Customer information

<b>Customer name:</b>	<b>Location:</b>	<b>Annual revenue:</b>	<b>Employees/Students:</b>
Inco	Copenhagen Denmark	\$101-500M	500-999

Industry: Retail

Focus area: Business Continuity, Small & Medium Business, Express, On Demand Business, Linux, Openness

SMB Customer

Geography: Northeast Europe

Customer background:

Based in Copenhagen, Denmark, Inco Danmark (Inco) is a wholesale food provider that offers over 25,000 assorted items, including fresh meat, fish and vegetables as well as hardware and cleaning products. Inco is dedicated to constantly improving the ability of its retail customers to perform their daily business operations.

URL: <http://www.inconetshop.dk/>

Project start: 09/2005

Project end: 01/2005

### Special handling instructions

The customer has agreed to be a reference for sales situations. The status of any installation or implementation can change so you should always contact the IBM person named in the reference prior to discussing it with your customer.

Any public use such as in marketing materials, on WWW sites, in press articles, etc. requires specific approval from the customer. It is the responsibility of the IBM person or any organization planning to use this reference, to make sure that this is done. The IBM account representative will, as appropriate, contact the customer for review. You should not contact the customer directly.

## Business need



An enterprise whose business processes - integrated end-to-end across the company and with key partners, suppliers and customers - can respond with speed to any customer demand, market opportunity or external threat.

Inco didn't have the point-of-sale (POS) environment needed to adapt quickly to seasonal sales fluctuations.

Inco had one centralized shopping location that it used to support all of its wholesale activities. At the site, the company had been maintaining several point-of-sale (POS) systems, which were based on either the DOS operating system or proprietary software. Many of the systems were too costly to maintain, and others could not be maintained at all. Moreover, Inco couldn't upgrade or replace the systems without affecting daily business operations.

The existing POS environment restricted store throughput, which led to long checkout times and increased the risk of reducing customer satisfaction levels. Determined to provide customers with positive shopping experiences, Inco sought a solution that would enable it to maintain fast checkout times during peak shopping periods.

## Solution implementation

With help from IBM Business Partner Extenda AB, Inco transformed its POS environment using independent software vendor (ISV) solutions, third-party hardware and a collection of IBM Retail Store Solution products.

The client replaced its existing POS software with:

- Extenda Retail Enterprise POS and Backoffice software, a Java-based POS solution designed for food providers
- IBM Retail Environment for SUSE Linux (IRES) software, an open platform with advanced retail solutions that offer improved POS functionality.

Acting as a stable and easy-to-manage platform for the new POS software environment, IBM WebSphere Central Site Server V5 software enables the integration of the Inco POS environment through open-standards such as Extensible Markup Language (XML). This store integration framework also supports the migration from traditional POS systems to additional connection points, such as self-scanning machines. The Datalogic ShopEvolution Self-Scanning system, the core of the new POS environment, enables customers to pay for their wholesale food items with limited or no assistance from Inco personnel.

Twenty-five IBM SurePOS500 machines support the new POS environment. Specially designed for mid-sized companies such as Inco, the cost-effective, scalable POS machines include a compact POS footprint, as well as a CD-ROM drive and cash drawer, and they help maintain customer satisfaction and employee productivity levels.

**Business Partner information:**

Extenda AB

Independent Software Vendor

19173003

<http://www.extenda.com>

Peter Lindencrona

Partner Manager

IBM Business Partner Extenda provided project management services, performed custom functional development work and helped the client integrate the new POS system with its central systems, self-scanning system and electronic funds transfer (EFT) terminals. Extenda also worked with Inco personnel to test the POS solution.

## Benefit of the solution

By engaging IBM Business Partner Extenda to assist with the implementation of the new IBM POS environment, Inco integrated its multi-channel POS environment in a very short period of time, quickly boosting store throughput, self-service capabilities and customer satisfaction levels, as well as shortening checkout times. The client improved its ability to align its POS systems with its business goals and to support business peaks without having to hire additional staff.

Essential to transforming the client's throughput capabilities, the DATALOGIC ShopEvolution Self-Scanning devices boosted customer self-service rates by more than 35 percent and helped increase profitability while shortening checkout times. During the Christmas season, for instance, Inco stores had historically struggled to process long queues, which often encroached upon half of the store space. With the addition of the self-checkout systems, however, the lengthy queues disappeared completely. And profits rose.

Easy to use, the IBM SurePOS 500 machines enabled Inco to reduce the training time required for new cashiers to only 15 minutes and greatly simplified the client's ability to create and launch complex promotional pricing campaigns, such as combination offers and special offers for its loyalty card members. And to support growth, the client can easily scale the solution by adding more SurePOS terminals, which it can do without having to make large investments.

**Customer quote:**

"The new store solution resulted immediately in a more than 35 percent boost in our customer self-service rate, increasing our profitability and shortening our checkout times. What's also impressive is that we acquired all of these advances in only three and a half months." -- John Svendsen, chief information officer, Inco

**Solutions/Offerings****Hardware:**

Retail Store Solutions: SurePOS500, Store Integration Framework - Websphere Central Site Server

**Contact information****Contact information for this reference:**

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## Additional reference details

**Competitive winback:**

Yes

**Competitor(s) Displaced:**

Confidential

**Key factors that led to the IBM sale:**

The client was impressed with IBM and the IBM Business Partner's:

- Track record in the retail industry
- Ability to implement and integrate the solution in a very short time frame
- Demonstration of the solution early in the sales cycle.

**Sales approach:**

IBM and the IBM Business Partner provided the client with world-class customer references and a state-of-the-art architecture that aligned well with the IBM IRES/SIF initiative. They were also able to provide a cost-effective, standards-based solution - including a cutting-edge self-scanning system - in a very short time frame.

**Reference type:**

The following reference uses are ones which the customer was willing to do at the time of publication. This may or may not reflect the current situation.

Reference in Proposal, Customer Phone Call, Customer Visit, Client Line-of-Business executive contact, Article/White Paper, Customer Success Story/Case Study, Reference in Speech or Presentation, Speaker, Talk to Broadcast Media (TV/Radio), Talk to Consultant/Analyst, Talk to Press, Video, Be considered for advertising campaigns

Please be aware that in some countries English may not be the language of choice for communications. Contact with the reference customer may require use of another language and/or translation. You should take advice from the IBM contact named in the reference before contacting the customer.

**Other Hardware used in this solution:**

Engenico "Dankort" terminals, safePay, Pricer electronic shelf labels, Datalogic Self-scanning

**Other Software used in this solution:**

Linux