Case study

Nesto ensures the best possible customer experience

HP RP7 Retail System combines powerful performance with style

Industry
Retail

Objective
Implement powerful, reliable Point of Sale systems

Approach
Requested tenders, conducted Proof of Concept testing and imposed strict decision criteria

IT matters
- Delivers the power and performance required for 24x7 retail operation
- Eliminates data loss and system failures
- Removes hardware incompatibility issues

Business matters
- Supports the delivery of a good customer experience
- Increases revenue by enabling speedy transactions
- Helps Nesto stay ahead in the highly competitive retail sector

"At Nesto we strongly value the relationships that we have developed with our vendors, particularly the fruitful relationship HP and its partner Almoe regarding our Point of Sale hardware, supply and support. This has been a key factor in our long-term success."

– Muneer V. Abdurahman, head of Group IT, Nesto

Efficient checkout boosts customer satisfaction

The success of Middle East hypermarket chain, Nesto, is based on quality products at competitive prices but delivering excellent customer service is also a vital ingredient. Efficient Point of Sale is a key factor so Nesto has installed HP RP7 Retail Systems in all of its stores.

Challenge

Demanding retail environments
Every day 100,000 shoppers visit the 43 Nesto hypermarkets in UAE, Bahrain, Kuwait, Oman and Saudi Arabia. Established in 2004, Nesto has grown from modest beginnings to become one of the most respected retail names in the United Arab Emirates and its impressive growth is set to continue with plans to open ten further stores across the Gulf Cooperation Council (GCC) region in 2016 and 2017.

Part of the Western International Group, Nesto sells everything from food to fashion and home to leisure. Its products range from groceries, healthcare, beauty, frozen and chilled items, meat, fish and vegetables to consumer electronics, household goods, stationery and clothing.
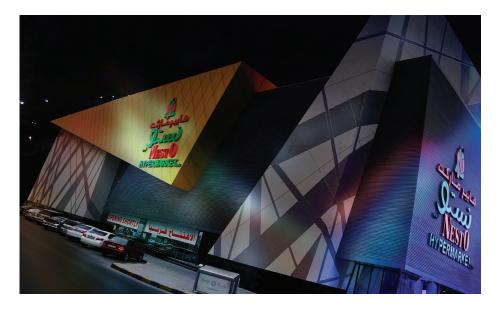
Nesto's achievements are based on a philosophy of providing quality products at competitive prices but there is another key ingredient to its success and that is its determination to deliver the best possible customer experience.

However, with many options available to them, consumers can be very demanding, as Nesto's head of Group IT, Muneer V. Abdurahman, explains: "Our mission is to become the largest retailer in the GCC supermarket and hypermarket sector but retail is very competitive.

"Here in the Middle East it is very important to provide critical customer service at the Point of Sale (POS) because customers are not prepared to wait for a long time."

In the past, Nesto had hit difficulties when seeking POS hardware that would meet its exacting requirements.

"I need a secure POS solution that offers fast service with speedy transactions to increase our throughput but this was an area where our old legacy systems were failing. Poor performance was one of the challenges we faced and another issue was compatibility with the third party hardware such as printers," says Abdurahman. "Also we had an issue with corruption and subsequent data loss. After close monitoring we were ensured that the problem was not on the database or to do with the software application. Operations were crashing during peak business hours because the old systems could not handle bulk data processing."

1,000 HP RP7 units deployed in Nesto hypermarkets

Solution

Powerful and robust POS systems

Nesto issued tenders and worked with its IT partner Almoe to find a new solution. Stringent criteria were imposed, including implementation and support costs and after sales service – in particular the ability to provide quick-response support for the company's 24x7 operations. Performance was key in the technical evaluations and the skills, experience and reputation of each vendor were also taken into account.

Many different POS systems failed to deliver the required performance. After finally reaching a short list of four, Nesto conducted in-store Proof of Concept (PoC) tests on the HP RP7 Retail System, Model 7800, and the decision was made. One thousand units are now installed across all its stores.

"In solution features I considered both critical functionality and nice-to-have functionality and in vendor profiling we looked at stability, resource profile, years in business, number of clients, location and strategic plans," says Abdurahman.

"When we had the loan of two machines in one of our Dubai stores we realised that HP POS systems are the most powerful in terms of performance and the best fit for our requirements. We reached this decision after years of trying other systems and not being able to find a perfect match that fitted our business."

Nesto uses Model 7800 of the HP RP7 Retail System. Almoe carries out installation and training and supports the machines 24x7. The RP7 units are fixed on customised mounts at the checkouts and feature cash drawers, customer screens and touch screen technology. They run Microsoft® Dynamics retail software at the front end and connect to powerful SAP back-end systems.

Based around powerful Intel® processors, the HP RP7 Retail System features either 15 inch or 17 inch diagonal CFD touchscreen displays for the operator and a 10.5 inch customer display with easy-to-read price and product information and the ability to show advertising and promotional content. It is designed to stand up to long-term wear and tear in the retail environment and comes with many optional peripherals such as barcode scanner, magnetic stripe reader, printer and cash drawer. It can be desk or wall mounted and can also be used with a webcam.

Customer solution at a glance

Hardware
• HP RP7 Retail System, Model 7800

Benefits

Long-lasting consistency
"After migrating to the new POS hardware from HP our data loss has been reduced to zero per cent," confirms Abdurahman. "The HP system offers the fastest service with speedy transactions that increase our revenue and also provide a better customer experience. We no longer have any problems with compatibility and long-lasting consistency is the key with the HP POS solution. I have an HP POS machine that has been running in one of our supermarkets in Dubai for the last eight years without a single hardware issue."

The compact all-in-one units save valuable space and their dual hinged base provides adjustable tilt and height for maximum comfort. Ease of use requires minimal operator training and with connection points on all four sides, it's easy to customise the exact combination of peripherals. The systems also track inventory in real-time to ensure that stocks never run out.

"For the past eight years, HP and Almoe have taken the time to find out our expectations in terms of system performance, software integration and appearance. Listening to the customer in this way to learn their expectations is the key to ensuring good customer service and I would say that this is an area where HP and Almoe are the champions," concludes Abdurahman.

Looking to the future, Nesto plans to install between 30 and 50 HP RP7 systems in each of its ten new stores and is also discussing with HP the possibility of introducing the HP ElitePad Mobile POS Solution.

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hp.com/go/pos**