Speed, efficiency and user-friendliness: EDEKA has recognized the advantages of permanent self-checkout solutions and is once again relying on technology from Pyramid Computer.

In several EDEKA stores across Germany, customers have been able to "Scan, bag & pay in the efficient way!" for just under six months.

Freiburg, xx March 2021 – EDEKA Handelsgesellschaft Nordbayern-Sachsen-Thueringen mbH, one of the leading food retailers in Germany, is revolutionizing the customer shopping experience with permanent self-checkout systems for greater convenience, shorter queues and improved service. EDEKA has once again chosen Pyramid Computer GmbH as its hardware supplier. The two companies have enjoyed a successful partnership since 2017, with several hundred service terminals now in use in EDEKA stores across all regions.

Since there was no comparable/matching SCO product on the market, EDEKA decided to ask Pyramid Computer to develop a solution tailored specifically to them. Thanks to years of experience in developing flexible solutions and with a great deal of technical know-how in the IT sector, the project was implemented within a very short time. In particular, the direct exchange and critical advice/consultation from Pyramid's product and project management team was crucial for EDEKA. As a result, it was possible to create a space-saving, service-friendly product with a unique design, exclusively for EDEKA.

"Pyramid Computer has many years of experience in kiosk design and development. Our team analyzes customer requirements and advises them on usability, appearance and functionality," says Alexander Hahn, Head of Sales and Service and a member of the management team.

A made to measure flexible SCO solution

The real challenge for EDEKA was to find a suitable solution from the various self-checkout models that would optimally meet its own corporate philosophy, the needs of the industry, and the shopping behavior of its customers.

For this reason, EDEKA placed great emphasis on ensuring their self-checkout solution was not a standard product from a catalog, but offered maximum flexibility in order to meet different local market conditions. The kiosks are designed in such a way that different payment modules and checkouts can be used depending on the regional company. A scale or hand scanner can also be added as an option.

"We wanted to work with a company that is a true partner in project implementation and is responsive to our individual needs. Once again, Pyramid proved to be a good, reliable partner. The SCO has potential and it's chic to boot," says Pierre Vieweg, Global Head of IT Technology at EDEKA Handelsgesellschaft Nordbayern-Sachsen-Thueringen mbH.

Higher productivity and increased customer satisfaction

From the customer's point of view, the main driver for using SCO is the avoidance of queues. In the long term, however, customers only use such systems if they can also derive other benefits. The self-determined speed of scanning and payment can be one such benefit. In order to develop lasting customer loyalty, self-service solutions must be clear, easy to understand and simple to operate. The Polytouch® Portal is designed so that every transaction can be processed in seconds, which dramatically increases the efficiency of the payment process. EDEKA chose a cashless variant with a contactless payment function.

"EDEKA customers can look forward to speed, efficiency and maximum user-friendliness in self-checkout," says Stefano Lai, Key Account & Business Development Manager at Pyramid Computer GmbH. "Thanks to the express checkouts, customers can bypass longer waiting times at conventional checkouts, which can never be completely avoided despite maximum staffing at peak times."

The self-checkout kiosks are already in use at three (Northern Bavaria-Saxony-Thuringia, Southern Bavaria and Minden-Hanover) of the seven regional companies, with more to follow by the end of the year.

Polytouch® Portal - Exclusively for EDEKA

- ✓ User-friendly, self-explanatory interface & easy to use
- ✓ Individual solution, tailored to the respective requirements of the different regional companies
- ✓ High customer acceptance thanks to accelerated checkout process and increased customer convenience
- ✓ Optimal utilization of space capacity thanks to small form factor

First installation at the E Center Scharrer in Fuerth, Germany

For further information about the Polytouch® solutions:
www.pyramid computer.com/polytouch

About Pyramid Computer

Pyramid Computer is a leading developer and manufacturer of IT solutions for the retail & hospitality market. The company hardware solutions include interactive kiosks, network & security server as well as computer vision systems.

Pyramid Computer, founded in 1985, is today the #1 manufacturer worldwide of self-ordering kiosks for restaurants - over 40000 kiosks were shipped to the well-known global enterprises.

Customer proximity, flexibility and modularity combined with innovation guarantee minimum time-to-market and best in class solutions for the fast-growing market of digitalized marketplaces.

More than 130 employees are based at the headquarters in Freiburg and our production and logistics facility near Erfurt.

Pyramid Computer has been certified according to DIN EN ISO9001 since 1997 and is regularly and successfully audited by large industrial customers.

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