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SUCCESS STORY



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Marks and Spencer's interactive digital kiosks Polytouch® CLASSIC 32" let customers browse, buy, and explore inside the store

Interactive Systems by Pyramid Computer Bring Multichannel Retailing Into the Store

Digital signage has been in bank lobbies and retail stores for over a decade. As advances in technology deliver better performance to the displays, retailers are adding interactivity to their digital signage plans to better engage with customers.

From looking up the location of a product in a store to obtaining product suggestions based on past purchases, the possibilities for digital displays with interactive capabilities are

Further, M&S wanted to bring the convenience of online shopping into the store. They found that long lines at checkout were dampening sales, and some customers were reluctant

Customer behavior is now all about multichannel thinking.

nearly endless. In 2012 and 2013, two German companies, Pyramid Computer and Wincor Nixdorf, teamed together to provide interactive, digital, all-in-one, multi-touch kiosk systems based on Intel® architecture to leading UK retailer Marks and Spencer (M&S). These 32-inch kiosk systems give M&S customers access to a greater array of products at the touch of a finger.

Problem: Provide Greater Instore Selection and Convenience

M&S has over 700 stores in the UK and another 350+ in more than 40 other countries. As with all brick-and-mortar stores, its entire inventory is not available in any one store. Without increasing the size of their sales space, M&S wanted a way to give store customers access to their complete product catalog, even items not in that particular store's inventory.

to purchase products they would then have to carry with them.

Finally, the retailer wanted to boost awareness and use of its online store, M&S Direct, appealing particularly to those customers without smartphones, while they were in the store. To meet these goals, the company decided to develop a multichannel approach that would increase visibility of their online business and enable a much faster purchasing process with optional home delivery, all while giving their in-store customers access to the larger online inventory. "Customer behavior is now all about multichannel thinking," said Laura Wade-Gery Executive Director, Multi-channel E-commerce at Marks & Spencer. "We must reinvent stores so they stand for a real experience that is all about inspiration and service."

"M&S started with an advanced, stable, field-upgradable system with the kind of performance necessary to accommodate whatever the future comes up with."

Laura Wade-Gery, Executive Director, Multi-Channel E-Commerce

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Solution: Technology Reinvents the Brick-and-Mortar Store

M&S's goal is to become the primary destination shop for fashion and home purchases, both in-store and online, while being the world's most sustainable major retailer by 2015. One step towards that goal was to deploy in-store kiosks to give customers convenient access to all available products without the need to add to stores' footprints.

The company knew they needed to work with the right technology partner to accomplish their goal. They needed a team with the right level of multichannel experience to deliver self-service terminals that would appeal to today's technology-savvy customers. They turned to multi-touch kiosk manufacturer Pyramid Computer GmbH and retail and banking solutions provider Wincor Nixdorf, who, together, produced an innovative self-service kiosk solution based on Pyramid's multi-touch system Polytouch® CLASSIC 32".

Designed to increase store sales and interaction with the M&S web site, customers can now look up product information and browse through merchandise both in-store and online. This effectively brought the entire M&S inventory into the stores and made available a greater diversity of product size and style options.

The Technology Behind The Kiosks

Able to respond to 20 simultaneous touches, Pyramid's all-in-one, capacitive, multi-touch kiosk system Polytouch® CLASSIC 32" is an ideal platform for interactive applications. Each system is equipped with a barcode scanner and a thermal printer. The Polytouch® device is the first all-in-one touch screen to be equipped with integrated chip and PIN in compliance with the PCI Data Security Standard (PCI DSS). This PCI DSS and VISA-certified chip and PIN payment module protects against skimming and can be inspected at any time by staff.

The unit also supports near field communication payments, allowing customers to use a variety of methods to safely pay for their

purchases instantly without having to stand in line and wait for an in-store cashier. Customers can then take their purchases with them or choose home delivery.

Under the hood, the Polytouch® kiosk features the Intel® Core™ i7 processor that provides the fast, secure processing necessary for real-time interactivity. The system also includes Intel® HD Graphics 4000 on chip for immersive high-quality graphics and an Intel® Solid-State Drive for the fast I/O necessary for an interactive system.

The kiosks are connected to the store's network via gigabit Ethernet and Intel® Centrino® Wireless Bluetooth* adapter. The Intel Core i7 processor-based systems include hardware-enabled security such as the trusted platform module (TPM), which provides "root of trust" protection against malicious compromise.

The systems also make use of Intel® Active Management Technology (Intel® AMT),¹ which allows for the entire fleet of kiosks to be managed from a single console—meaning no additional staffing is needed in the M&S IT department.

Result: Making In-Store Shopping Fun

The Polytouch® kiosk is a multichannel solution that offers an innovative and interactive customer experience.

M&S expects this new technology to help increase store traffic and increase sales by allowing customers to move more freely between shopping channels, make payments securely and quickly, avoid lines, and even opt for home delivery.

The Benefit.

"Making in-store shopping fun the Polytouch® kiosk is a multichannel solution that offers an innovative and interactive customer experience."