

# Case Study: The DigiPoS Solution for GAME

## The DigiPoS solution for GAME was centred around the award winning Retail Blade system.

After extensive testing, comparison and evaluation GAME concluded that this designed for Retail, ground-breaking technology delivered the highest specification, combined with flexibility and low cost of ownership. The main host system has a warranty of 10 Years, whilst the modular Blade feature allows for just the motherboard or hard drive to be upgraded as and when required – in store – in less than 60 seconds. For GAME this solution alone met the key business objectives of reducing cost, lengthening the hardware life cycle and improving performance in store

For the GAME roll out, teams of specialist DigiPoS engineers pre-tested and gold-disked hundreds of systems – with a single software load carried out at the DigiPoS commissioning and build centre in Hampshire. The teams commenced on-site installation each day, right across the UK – starting as early as 6am and typically at 7am at each store in order to ensure no disruption to the trading day, another key GAME objective. At the same time, staff training was delivered as part of the complete solution giving GAME management the confidence of seeing scores of stores go live seamlessly every week.

In the market the DigiPoS Retail Blade system had already established a reputation for quality and reliability utilising components beyond the standards often used in traditional systems. Working closely with GAME, DigiPoS also designed the innovative 9+3 Maintenance programme which met the specific business needs of the the software retailer.

In common with many other retailers GAME experiences very high transaction volumes in the October to December period, however historically paid for premium levels of maintenance service for every month of the year. The 9+3 programme gave GAME new flexibility – with the highest levels of maintenance service in the critical 3 month period, then reverting to a more economic standard support contract for the comparatively less active periods.

The technical teams at GAME and DigiPoS worked closely together to ensure the parallel roll out of Gift Card was integrated into the whole project plan and installation as were the GAME requirements for Chip & PIN.

Averaging ten installations every day for three months, the technology platform at GAME was transformed from ageing hardware to state of the art technology to support staff in serving customers – keeping revenue flowing and providing an outstanding technology platform for the next 10 years.

### About GAME

The Group operates from over 600 stores, concessions and franchises in six territories in Europe.

As a specialist, Game has the edge over competitors, due to customer friendly policies, unrivalled product knowledge, pre-owned programme, pre-orders, local price promise, ten day returns policy, widest range of software and accessories, a credible instore chart, console value and choice deals.

Constant offers and promotions and the unique GAME Reward Card programme with over five million members is unrivalled in the industry – over 70% of all purchases are made with a Reward card.

Game utilises EPoS technology to gain clear competitive edge, constantly improve the customer experience and customer service levels and to efficiently manage the store environment.

*“ DigiPoS presented the most compelling hardware solution – backed up with a tailored service to support GAME. They demonstrated a clear understanding of every aspect of our business objectives from the technical through to the support of our staff and most importantly the service to our customers. Working in true partnership, we believe GAME and DigiPoS have set the standard for 21st Century technology EPoS implementation.”*

**Richard Kent, IT Director**



# Case Study: The DigiPoS Solution for GAME

## Working in true partnership

GAME faced a number of challenges and business opportunities in an extensive roll out that covered over 600 stores, which included:

- Over 1250 tills, changing Systems, Screens, Payment, scanning, receipt printing solutions within 12 weeks.  
**Objective: All operational stores within period.**
- Complete integration of Chip and Pin solution across all stores.  
**Objective: 100% reliability for Chip & PIN.**
- Upgrading of separate store technologies and complete staff training whilst ensuring NO interruption to trade.  
**Objective: Revenue continuity across the busiest trading period in the whole year.**
- Reducing the costs of EPoS ownership.  
**Objective: Lower operating costs and longer system life, whilst delivering superior technology performance.**
- Provision of all installation and ongoing maintenance from one source.  
**Objective: One technology partner to work with Game throughout on every issue from commissioning through to installation and on-site service.**
- Directing, managing and training over 1600 staff against a strict roll-out deadline.  
**Objective: Form two technology teams into one to achieve the project goals and ensure that all staff are fully operational in the shortest time possible.**
- Gold diskling of all software solutions for systems to ensure continuity of operations.  
**Objective: One software load across the whole estate.**
- Integration and parallel roll out of Gift Card.  
**Objective: Seamless transition to Gift Card during rollout of Retail Blade with no disruption to customers.**
- Targeted sharp reduction in cost of systems maintenance.  
**Objective: Introduction of provably more reliable technology, with easier upgradeability and ease of maintenance – reducing cost.**
- Extended life of EPoS estate.  
**Objective: Integration of a technology solution that would last beyond the 5–6 years and represent a very positive capital investment.**

### About DigiPoS Store Solutions

Established in the UK in 1994 the DigiPoS Store Solutions has delivered its specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider. The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, whilst building a reputation for innovation and value. DigiPos Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SAAS is also set to change the way in which Retailers approach application deployment. For further corporate information log onto [www.digipos.co.uk](http://www.digipos.co.uk)

For further information contact Rhea Jeffery

DigiPoS Store Solutions Ltd, Unit 4 Houndmills Ind. Estate, Hamilton Close, Basingstoke, Hants, RG21 6YT Tel: 0845 0949777 Fax: 0845 0949710 Email: [rjeffery@digipos.co.uk](mailto:rjeffery@digipos.co.uk)

