

BUSINESS CASE / FOOD RETAIL

Bilka

Country: Denmark
 Sector: Food Retail
 Number of stores: 17 integrated stores
 Sales area: 7 500 m²
 Number of ESL per store: >30 000

CONTEXT

Dansk Supermarked group operates a total of 1,345 stores in 4 countries, including 17 hypermarkets in Denmark under Bilka name. After assessing and comparing several systems, in 2010 the Group decided to roll out the SES-imagotag solution in 85 Fotex supermarkets. The decision to equip Bilka hypermarkets was taken the following year.



„The Group was looking for upgradeable technology and also for a solution to minimize the cost of ownership.“
 Ole Konnerup, Managing Director of Wincor Nixdorf Denmark



REQUIREMENTS

To match the group's requirements and particularly those of the hypermarket chain, the selected solution needed to handle a high volume of transmissions, due to the management data displayed on the labels. The LCD screen needed to display 5 different areas in order to optimize promotional offers, and the mounting system had to be compatible with very different types of furniture and shelves. The entire system, fully customized, needed to remain within a very competitive cost of ownership.

WHY SES-IMAGOTAG?

The SES-imagotag system demonstrated its reliability and simplicity of use on a daily basis. It was also able to accommodate various customization requests from Fotex and Bilka stores. Finally, the solution came with a particularly low cost of ownership.

IMPLEMENTATION

The roll out program was managed by Wincor Nixdorf teams in Denmark, an SES-imagotag preferred partner. The installed solution enabled Bilka hypermarkets to combine segment and graphic display technologies on a common infrastructure, within the same store.



OUTCOME

Electronic labeling enabled the Bilka network to be far more reactive in its price changes. It was able to implement a fully customized system, with a compelling ROI, due to its reduced cost of ownership.



„The flexibility of the SES-imagotag solution has allowed us to extend it easily to all our stores..“

Jacob Krogh Andersen, Bilka Project Leader

OUTLOOK

Bilka could decide to add graphic labels to the equipment in its stores. The Group may also consider the opportunity for electronic labeling