

Schuitema relies on Banksys payment terminals to reinforce the competitive position of C1000 supermarkets in the Netherlands



« Banksys XENTA and C-ZAM/SMASH terminals are helping us to achieve our aim of making the life of our customers easier, saving them time and money. »

Piet G.M. Peters, Manager System Integration,
IT Store Customer Group, Schuitema n.v.

Company profile

Schuitema has been in the food business for over 100 years and is listed on the Dutch stock exchange. For the past 25 years, the Amersfoort-based retail support company has been servicing the 460 or more stores run by C1000, the largest chain of owner-managed supermarkets in the Netherlands. In 2005, Schuitema and its workforce of 9,500 employees generated net sales of 3.129 billion.

Schuitema supports the C1000 store chain in a wide range of areas: from marketing, purchasing and logistics to store automation, payroll administration and finance. It is the combination of this large-scale support and the local business acumen of the supermarket managers that make each C1000 store a success.

➤ The Challenge

- Boost hardware reliability and performance at check-out
- Work with a single partner to deliver an integrated solution for terminals, maintenance and EFT services
- Eliminate manual software updates
- Ensure compatibility with current and future standards (such as EMV and C-TAP)

In 2004, Schuitema realised that it would have to find a new solution for handling the electronic payment traffic at C1000 stores. A great deal of inconvenience and loss of time was being caused by the increasing number of defects in the terminals – which had reached the end of their service life – and the fact that software updates for the terminals had to be carried out on-site at each supermarket.

“We set out to find a new EFT partner and solution that would provide us with total compatibility with EMV and CTAP standards,” says Piet G.M. Peters, Manager System Integration, IT Store Customer Group, Schuitema.

“This new partner had to be able to give us an end-to-end solution, complete with terminals, maintenance and the processing of all transactions. By no means an easy task in the Netherlands.”





➤ Business benefits

- Dramatically reduced number of incidents on EFT hardware
- Better and faster service for C1000 shoppers
- Time gain through centrally managed software updates
- Ready for future EFT standards
- Lower total cost of ownership thanks to end-to-end solution

➤ The solution

- Banksys XENTA payment terminal for electronic payments in supermarkets
- Banksys Remote Terminal Load server for remote software updates
- Link with POS and back-office software
- Banksys C-ZAM/SMASH mobile payment terminals

It was through Toshiba TEC Netherlands that Schuitema came into contact with Banksys. "This EFT pioneer already had experience in Belgium with the sort of large-scale electronic payment systems that were still in their infancy in the Netherlands," recalls Piet Peters. "At that particular time, they were way ahead on a European level and were developing an attractive overall view of how to go about it. Banksys develops, builds, supplies and maintains the terminals. They also host the applications for processing transactions and have an in-depth knowledge of security and encryption. They have a unique understanding of the total picture and that helps drive down the total cost of ownership."

The preparatory work and introduction of the Banksys solution went quickly and smoothly. The acceptance tests with the Banksys XENTA terminals were run in April 2005. The pilot phase followed in May, with pre-rollout in June. From the end of June, through to the beginning of October 2005, around 3,100 XENTA terminals were installed at the C1000 supermarkets. An average of 620,000 electronic transactions now take place every week.

TCP/IP links, using Versatel routers, form the backbone of the communication infrastructure. Toshiba TEC Netherlands worked closely with Banksys to create the link with the POS back-office software and to provide the link between the terminals and the Toshiba MTX POS software through the Vending Interface Communication (VIC) protocol.

In February 2006, Banksys C-ZAM/SMASH terminals using wireless communication via KPN were additionally prepared to be standby for back-up purposes.

"Throughout every phase – design, pilot and implementation – we came to know Banksys as professionals who know their job and, above all, who understand the needs of a food retailer the size of C1000," says Piet Peters.

Banksys has demonstrated its dependability and thoroughness during the deployment of the new standard EFT solution throughout all C1000 outlets since 2005. "The terminals at the cash registers simply work properly," says Piet Peters. "In the beginning, customers were especially amazed by the high speed of the transactions. Banksys is helping us to accomplish our mission."

Because software updates are now handled centrally through the Banksys Terminal Load Server, the IT department at Schuitema is able to save time. The IT department also appreciates the fact that the entire infrastructure is already in place for new EFT standards, such as EMV.

Piet Peters is confident that the percentage of electronic payments at C1000 cash registers will increase significantly in the future. Schuitema will continue to rely on Banksys to achieve this target. Consideration is currently being given to introducing XENTISSIMO mobile terminals. And C1000's new 4th-generation supermarkets will feature Banksys unattended, vandal-proof terminals that will be built into machines that customers can use to print their digital photos.

Configuration

- Banksys' **XENTA payment terminals** at 3,100 cash registers
- Banksys' **C-ZAM/SMASH mobile payment terminal**
- Banksys **Remote Terminal Load server** for software updates

