

IBM and Agilysys enhance the customer experience and improve profitability at Twickenham Stadium

Overview

Customer challenge

As part of its stadium expansion and modernisation, Twickenham Experience Ltd set out to improve guest experiences by removing old cash registers and replacing manual processes with state-of-the-art point of sale and inventory management solutions.

Solution

Twickenham Enterprises selected POS, inventory management and procurement solutions from Agilysys. 219 IBM POS terminals were supplied by IBM distributor, ScanSource Europe. The two companies worked closely together under IBM's Powernet programme.

Customer benefits

- Real-time reporting improves decision-making
- Tight inventory management reduces waste and shrinkage
- Increased match-day revenues
- Increased profitability
- Ease of use by temporary match-day staff
- Improved operational efficiencies and cash controls
- Integrated Chip & Pin incorporated for improved accuracy and payment reconciliations.



An extensive redevelopment of the South Stand has increased seating capacity to 82,000 making Twickenham Stadium the second largest stadium in the UK after Wembley. The 'home of English rugby' boasts expanded commercial floor space, a dedicated conference and exhibition centre, a performing arts centre, a state-of-the-art fitness facility, rugby stores and a four-star Marriott Hotel.

To complete the redevelopment, the stadium operator, Twickenham Experience Ltd, recognised the need to replace cash registers in its public concession kiosks as well as its manual inventory and procurement processes, with automated networked systems for point-of-sale, inventory management and procurement.

"We wanted solutions that maximised operational efficiency, increased revenues and enhanced our guest service," says Sharon Moy-Taylor, Retail Operations Manager for Twickenham Experience Ltd. "We looked at a number of systems and the Agilysys solutions simply outperformed the others. We appreciated their openness as a business, as well as the openness of their solutions, real-time reporting capabilities and ability to integrate with our other legacy applications in finance and events management."

Built on



offerings



Scalability and seamless integration

Twickenham Experience Ltd – a joint venture between The Rugby Football Union and Compass Group – went through almost two years due diligence and invited tenders from seven technology vendors. After demonstrations from five companies and various reference visits, three were asked to pilot their systems competitively during a sell-out international between England and Ireland.

After this intensive examination, measured against a clearly defined set of criteria, Twickenham Experience made its choice to install InfoGenesis POS and Eatec inventory management and procurement systems from Agilysys, – a leading provider of innovative IT solutions to the retail and hospitality sector. Agilysys operates internationally offering proven integrated software, services, hardware and consultation for hotels, casinos, destination resorts, cruise lines, stadiums and arenas, and conference centres to streamline operations and enhance guest satisfaction while maximising profitability. Customers include prestigious sports venues, large and small, from Lords Cricket Ground, Dublin's Croke Park, O2 Arena and Manchester United's Old Trafford to Southend United FC, Newbury Racecourse and West Bromwich Albion FC. In total more than 100 venues around the globe base their business operations on solutions from Agilysys.

According to Holly Hammill, Financial Controller at Twickenham Experience: "Agilysys was selected because of the success of the pilot, its reputation in the stadium market and the company's success in implementing similar technology in other large venues around the world."

Other deciding factors included the solutions scalability and the fact that the solutions from Agilysys will integrate seamlessly with other systems used within the stadium, including Great Plains financial software and Delphi catering management software. This will give management improved visibility of business performance and avoid data duplication and time-consuming manual re-keying of data.

"The Agilysys systems are extremely user-friendly and much easier for temporary staff to learn than other systems we tested," adds Moy-Taylor. "We believe the solution and people within Agilysys will support us well into the future."

Collaborative implementation

Phase one of the implementation included the installation of 219 IBM SurePOS terminals throughout the stadium's lower-level concession stands. These high quality terminals are durable, robust and built with energy efficient technology. The terminals have a small footprint and are very resilient in a retail environment making them ideal for use within small and medium-sized companies. To source the hardware, Agilysys collaborated with IBM Distributor, ScanSource.

Offsite within its configuration centre, ScanSource installed InfoGenesis POS software within each of the 219 terminals in a WEPOS (Windows™ Embedded for Point of Service) environment. Each terminal was pre-loaded with appropriate drivers, customer displays and magnetic stripe readers. This saved valuable time and complexities when the terminals were delivered to Twickenham.

ScanSource and Agilysys are working together under the IBM Powernet programme – an IBM initiative embracing both hardware and software vendors designed to provide complete end-to-end solutions to small and medium-sized organisations.

Streamlined operations

With the point-of-sale terminals installed, the seamless integration between InfoGenesis POS and Eatec inventory management and procurement systems from Agilysys resulted in real-time cash-to-stock reconciliation.

“Our primary objective was to increase accuracy and reduce wastage. We want to manage cash and stock in real time so we don’t have to depend on concession managers to keep track of it,” explains Moy-Taylor.

Another benefit was the solution included the Agilysys integrated Chip & Pin credit card solution which was installed across the Twickenham network. The integration of Chip & Pin payments with the InfoGenesis POS solution provides improved speed and accuracy when reconciling at the end of each event .

In total fifty supervisors were trained on the new system, and each supervisor is charged with training between 6 and 24 further employees, many of whom are temporary staff. On match days, as many as 350 staff use the Agilysys solution and temporary staff are trained within just 15 minutes at the beginning of the event.

Mobile solution

During the second phase of the implementation, the Stadium will add a further 90 POS terminals to the upper tiers and implement Agilysys’ mPOS – a handheld POS solution that offers customisable screen layout, barcode scanning, signature capture and both online and offline ordering. The mobile devices will be used to take orders in the VIP suites, providing extended customer service for suite owners, debenture members and their guests.

Self-service kiosks will also be implemented during phase 2 in public concourses enabling the customers to pre-order food and beverages in advance, avoiding queuing delays. Debenture members will also enjoy cashless facilities with the ability to pre-load funds onto their exclusive membership cards for entertaining guests in Twickenham’s hospitality suites.

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– Sharon Moy-Taylor, Retail Operations Manager, Twickenham Experience Ltd.

"We have provided Twickenham stadium with state-of-the-art hospitality solutions for point-of-sale and inventory and procurement," concludes Tina Stehle, Senior Vice-President and General Manager of Agilysys Hospitality Solutions Group. "The combined power of these solutions will enable Twickenham to increase efficiency, reduce waste, save money and improve the experience of guests visiting this impressive stadium."

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