IBM   **IBM Customer Reference**

Coop

Synopsis:
Large Nordic retail chain employs an IBM Wireless e-business Solution to deliver cutting-edge check out services to its customers

Location:
Stockholm, Sweden

Industry:
Retail

Focus Area:
Wireless

URL:
http://www.coop.se

Customer Background:
Coop is a major retail chain in the Nordics, with the largest chain of supermarkets in Sweden. As a member owned organization, Coop has a long tradition of providing advantage programs for its members. There are 70 consumer organizations that own the company, of which there are a total of 2.7 million members across Sweden.

Business Need:
Coop always seeks ways to make shopping more convenient for its customers. Its latest idea in this respect was to roll out a new service called Shop Express Service. Coop envisioned that Shop Express would allow carded members to use a hand scanner to scan product prices themselves. The reward to Coop's customers would be a much faster checkout. Coop itself hoped to attract new customers and reduce personnel costs as result of implementing the solution.

Solution:
The company turned to IBM Wireless e-business Solutions to set up the wireless local area network (WLAN) for Shop Express. The IBM team held responsibility for the installation and rollout of the system in every store. The project included physical planning and installation of hand scanner racks, WLAN access points, a WLAN accessible outside the firewall, an application server and a secure connection to the store system.

The solution exploits wireless technologies to give Shop Express customers the ability to scan price labels themselves. Users check out handheld scanning devices to use while shopping, which access the central server via the WLAN and transmit transactions to the cash register.

Benefits of the Solution:
The customer has not calculated specific benefits, but it does expect to improve customer satisfaction and reduce personnel costs as a result of implementing Shop Express. Providing cutting-edge wireless services for its customers puts Coop ahead of its competitors. And because Coop leveraged the expertise of IBM Wireless ebusiness Solutions, the company was able to complete the project with a single vendor interface. IBM alone can deliver a countrywide, enterprisewide solution because of its close working relationships with its business partners - in this case, Symbol.