

Designer department store Fenwick looks to the future for service with style

Fenwick updates its stores with new POS technology for the decade ahead – with all installations being completed during 28 days of lockdown.



Fenwick needed POS equipment to match its brand – elegant, efficient and easy to use; and it had to enhance the customers' experience in store.

Objective

- Provide a modern POS platform that could support Windows 10 and deliver future customer engagement
- Quick deployment, nine stores in 28 days

Technical Requirements

- Read all forms of 2D barcodes
- Support high standards of customer service
- Stylish, reliable technology that just works

Results

- Smart, reliable POS, expertly installed and supported
- Fenwick reopens with brand new POS ready to go

Founded in 1882 by John James Fenwick, Fenwick has grown into a successful family-owned retail empire – a unique destination for luxury and lifestyle shopping, known for quality and customer service. Fenwick understands fashion, understands its customers, and never forgets its founder's ethos of innovation. Fenwick is a shining example of a retailer that has adapted and thrived through good and bad times.

When lockdowns forced the closure of non-essential retail in 2020, Fenwick's board was keen to use this time to prepare the business to move forward. Fenwick wanted a modern POS platform to delight and serve its customers through the next decade, and the period of closure could be just the opportunity.

“33 days ago the UK lockdown was announced, posing the crazy idea ‘what if we used that time to replace our POS hardware?’”

Andy Lee
Head of IT, Fenwick

The solution

- Ninja POS 667 system from Box Technologies
- Datalogic's QuickScan 2D barcode readers
- Windows 10 IoT LTSC 2019 and retail J POS app
- Rapid rollout by Box Technologies and Datalogic



Elegant and unobtrusive – POS that just works!

Fenwick chose the Ninja POS system from Box Technologies running Windows 10 IoT LTSC 2019 and added QuickScan™ 2D barcode readers from Datalogic. Ninja POS 667 is a streamlined point-of-sale solution with software for eight counter configurations and styling that suits Fenwick's image-conscious brand. Windows 10 IoT LTSC 2019 is a secure version of Windows 10 which Microsoft will support for 10 years. It has device management built-in so the barcode readers could be connected directly.

Fenwick needed to scan 2D barcodes on price tags, loyalty cards and mobile phone screens. For the scanners, Box introduced their partner Datalogic, a brand leader in barcode technology bringing assured reliability and the backing of a global business that can also provide friendly, local technical support.

Datalogic's QuickScan barcode readers offer outstanding omnidirectional reading performance for linear and complex 2D barcodes – a fast reliable scanner that is a productivity tool to last the next decade. Not knowing when the stores would be allowed to re-open, Fenwick and Box planned the re-fit to a short time scale, to be sure that everything would be ready for the big day.

“28 days ago, Fenwick closed its doors for a 4-week nap and we settled on Box and Datalogic. Yesterday, we re-opened our Newcastle store running shiny new tills. Unbelievably agile and a cohesive team with an adaptable and engaged supplier.”

*Andy Lee
Head of IT, Fenwick*

An extraordinary project for an unprecedented time

The timescale was challenging, but extreme situations bring ingenuity and remarkable achievements. This implementation was no ordinary project. Box Technologies fitted new POS at nine stores, all in different regions of the UK, during the period of strict social distancing. Box installed 450 point of sale tills and connected QuickScan barcode readers to each one. Together these form a complete solution that will be able to grow with Fenwick in future.

Box Technologies completed everything in record time – 28 days from start to finish - during the lockdown of 2020.

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