

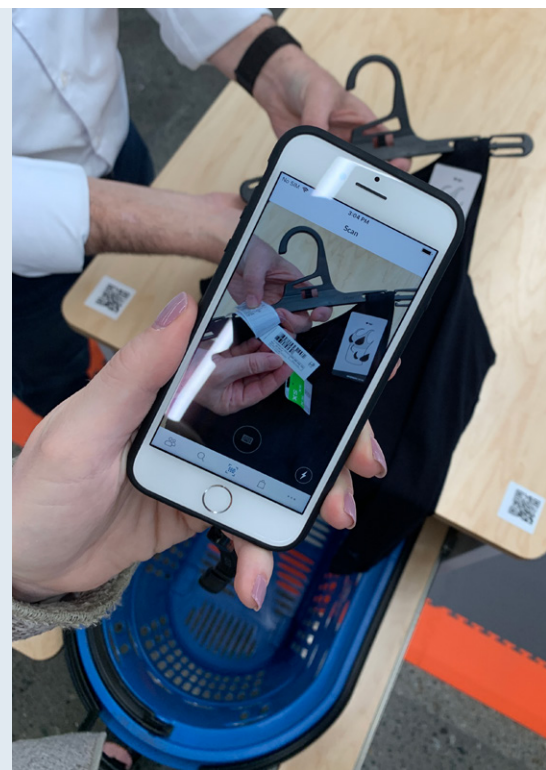
CASE STUDY

Decathlon Ditches Legacy POS To Run Retail on iPhone and Improve Customer Service

Decathlon is the world's largest sporting goods retailer, with more than 1,500 stores in 49 countries. For nearly 45 years, it has made product and apparel for more than 80 sports accessible to people around the world. Its mission, "all for sports, sports for all," is the fuel behind Decathlon's entry into the U.S. market. But the brand isn't playing by traditional retail rules - with its store format, or customer experience.

In Spring 2018, Decathlon launched its U.S. business with a "Lab Store" in San Francisco. The goal was to discover the best user experience in-store and online for Americans, then create the store of the future based on their needs. The brand went on to launch its national ecommerce website in Summer 2018, followed by a 47,000-square-foot superstore in the Bay Area in Spring 2019.

To do this, the retailer conducted a thorough search for an innovative technology partner. The emphasis was on the word innovative, to match the brand's own spirit for maximizing innovation to benefit its customers. Core to Decathlon's challenge, though, was the desire to eliminate legacy point of sale (POS) systems and operate its stores as cashless.



Why NewStore?

Decathlon selected NewStore because its mobile-first and cloud-based platform allows retailers to execute omnichannel retailing from an iPhone. Instead of being tethered to cash wraps, Decathlon's store associates become the point of sale - with the ability to lookup product inventory, process endless aisle transactions, fulfill buy online pickup in-store (BOPIS) orders and check out customers via Mobile Checkout Stations from any location in the store.

"NewStore has been a great partner for us since the opening of our Lab Store in San Francisco," said Ashley Benson, Product Manager, Decathlon. "We have been collaborative in taking learnings from that store to build and launch the Emeryville superstore."

Integral to launching the superstore was supporting Decathlon's owned innovations. The NewStore platform's API-first architecture and extensibility layer made this possible. Specifically, the NewStore Associate App was customized to integrate with Decathlon's Mobile Checkout Stations. Associates place a customer's shopping basket inside an RFID-enabled checkout station, then scan a QR code to create a pre-filled shopping bag in the app. Customers can then check out easily and securely using Apple Pay, gift card, credit card, or NewStore Checkout - the fastest way to pay with nothing more than the customer's iPhone.

With the NewStore Omnichannel Platform, Decathlon associates spend less time with clunky systems and cumbersome processes and focus more on assisting customers. Decathlon has also been able to live up to its sustainability commitment. Its cashless store environment contributes to an overall greener future where more people everywhere can get outside to play.

From Benson: "We hope that what we've built together in Emeryville will become the framework for Decathlon stores globally."

"NewStore allows Decathlon to put more associates on the store floor where they belong. They are armed with an iPhone and ready to help customers as opposed to being stuck behind a cash wrap waiting to process transactions with a clunky old POS."

TONY LEON

CIO/CTO, Decathlon

USES

- Omnichannel OMS
- Mobile Point of Service
- Mobile Checkout Stations
- Endless Aisle
- BOPIS
- Platform Implementation:
6 Months

IMPACT

- Eliminate Legacy POS
- Enhanced Customer Engagement
- Retailing from an iPhone



Want to reach your goals
with NewStore? **Contact Us!**