London's Award Winning Convenience Store Chain EAT17 Goes Digital

LANCOM Wireless LAN, the ESL (electronic shelf labelling) solution of industry leader SES-imagotag & Market Hub's analysis tools enable electronic pricing, Wi-Fi hotspots and greater customer experience

London / Aachen, November 22st, 2016—EAT17, the family run grocery store, has partnered with London-based Market Hub Technologies, global ESL leader SES-imagotag and German network solutions vendor LANCOM Systems, to introduce digital pricing and wireless LAN into their flagship stores. The new system gives EAT17's customers an enhanced shopping experience by ensuring their favourite products are always in-stock and by benefiting from free Wi-Fi. The chain's staff now spends less time on pricing, while the accuracy of the pricing inside the stores has considerably improved.

SPAR EAT17 is a multi-award winning convenience store chain. It prides itself on the quality of its offering, from the products it sells to its store experience.

To take customer experience to the next level, EAT17, combined the leading technologies of Market Hub Technologies, ESL vendor SES-imagotag and German Wi-Fi manufacturer LANCOM Systems introduced a highly innovative and holistic ESL solution combined with leading-edge business analytics. The solution, provided by SES-imagotag and LANCOM's wireless access points, creates a perfectly connected environment for customers thanks to connected digital price tags (NFC), whilst giving retailers peace of mind as prices are always reflected accurately and can be changed in an instant. Market Hub's analytics technology allows the staff to analyze local shopping habits to target specific products within shops.

Today, thanks to this innovative system, price accuracy exceeds 99% and manual pricing-related work has been reduced by 60 hours per store, per month – resulting in an improvement in staff morale as they are now free to focus on helping customers. Lastly, the new system has largely increased customer experience in store and resulted in EAT17 winning the IGD Innovative Store of the Year award in 2015.

LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of networking solutions for business customers and the public sector. LANCOM offers professional users secure and future-proof infrastructure solutions for local-area and multi-site networks (LAN, WLAN, VPN), and also for central, Cloud-based network design and management (SDN/SD-WAN). All LANCOM routers, gateways and Wireless LAN components are developed and manufactured in Germany, and a selection of the VPN solutions is certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP). LANCOM Systems has its headquarters in Würselen near Aachen, Germany. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and, increasingly, worldwide.

SES-imagotag background:

SES-imagotag is a digital solutions specialist for physical retail and world leader of electronic labeling systems. The Group designs and markets all the components of its solutions (software, radio frequency equipment, labels and fasteners), thus providing its customers with a turnkey solution. The range of products and services offered by SES-imagotag allows retailers to manage their stock in real-time, improve store productivity and develop new contactless applications for shoppers.

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