



GAME

THE GAME GROUP PLC

Case Study: GAME

GAME partners with DigiPoS for Global Expansion

Established in Australia in January 1990, GAME has developed a reputation as one of Australia's leading retailers of computer software, hardware and video gaming products. Formerly Gameswizards, the company was acquired by GAME GROUP PLC (FTSE: GMG.L) in September 2006. Globally, GAME operates over 1,100 stores.

GAME originally engaged DigiPoS Store Solutions prior to their acquisition because they were faced with the challenge of meeting aggressive growth targets with a limited IT infrastructure. This lack of infrastructure, combined with an estate of mismatched hardware, made expansion and support a very challenging proposition.

DigiPoS not only demonstrated that they understood GAME's business but they demonstrated that they were flexible

enough to meet all of GAME's requirements.

DigiPoS was able to offer GAME a complete store solution. Providing a common platform for all devices was critical and DigiPoS achieved this with the



award winning DigiPoS Retail Blade. From PoS terminals to email servers and from network infrastructure to stocktaking and label printing, DigiPoS has met all of GAME's requirements.

GAME's decision to work with DigiPoS was reinforced by their acquisition when they discovered that DigiPoS was also GAME's local partner in Europe.

More recently, GAME have undergone rapid expansion and have now tasked DigiPoS with installation and ongoing maintenance for their entire store IT

infrastructure. This has allowed GAME to focus on the task of the most important element of their success - continued growth and better service for their customers.

According to IT Manager at GAME, Chris McKay; "DigiPoS has played an integral role in our recent expansion and I am confident that they will continue to exceed our expectations in the future. Our partnership with DigiPoS has really changed the way we view technology in our stores. They have great products, but it is their expertise and service that has really made the difference for GAME."

"Our partnership with DigiPoS has really changed the way we view technology in our stores. They have great products, but it is their expertise and service that has really made the difference for GAME."

Whether it is London, Sydney or Paris, GAME are confident that they have found a reliable partner able to provide the solutions they require in their stores.

