

Case Study: A 24 Carat Win for DigiPoS

AURUM Holdings Limited select the DigiPoS Retail Blade for their full PoS rollout.

With 186 stores and 2000 employees AURUM Holdings Limited is the largest prestige and luxury jewellers in the UK. The group includes Watches of Switzerland, Mappin & Webb and Goldsmiths brands within its portfolio.

Delivering admirable brands such as Omega, Tag Heuer and Gucci, AURUM Holdings is also the UK's largest distributor for Rolex, Cartier and Breitling, along with providing their own unique lines.

AURUM Holdings needed a reliable, fast and easily maintainable PoS system. Their previous estate of Dell hardware didn't meet the reliability requirements of the jewellery group and a decision was made to replace the entire existing estate.

Three companies made the final shortlist for the new PoS hardware – Dell, IBM and DigiPoS. AURUM could clearly see how the DigiPoS hardware would enhance and improve their business. AURUM prides itself on the quality of its customer service. Graeme Summerville – Head of IT at AURUM Holdings considered this of primary importance when selecting a PoS solution;

Graeme Summerville explains,

"The DigiPoS equipment is well designed and has been aimed specifically at retail applications. The main benefit of the DigiPoS systems will be the reliability, particularly the mirrored disks on the Retail Blade 5 we use in our critical back office systems."

DigiPoS provides the AURUM Group with the 'DigiPoS Total In-Store Solution' Service. This includes DigiPoS Retail Blade 5's with RAID backup being installed in the Back Office as the server solution and DigiPoS Retail Blade 2's installed at the point of service throughout the estate.

Another factor in selecting DigiPoS as the supplier for the new PoS estate was the manufacturer's flexibility and ability to react immediately to changes and requests.

Summerville comments;

"Since the initial trials, our Store Systems Manager at AURUM Holdings has made subsequent suggestions on improvements to the system and these have been incorporated into the basic design by the technical team at DigiPoS"

Phil Sherwin, Store Systems Manager at AURUM Holdings was integral to the decision to choose DigiPoS;

"If I were to design a system from scratch it would look very much like the DigiPoS Retail Blade"

The rollout of the DigiPoS Total In-Store solution will continue into the 2nd half of 2009 and DigiPoS look forward to continuing their successful working relationship with AURUM holdings Ltd as the group expands in the future.

The DigiPoS Retail Blade was first released in 2004 and the series still remains one of the most successful and innovative PoS product ranges available on the market.

About DigiPoS Store Solutions

Established in the UK in 1994 the DigiPoS Store Solutions has delivered its specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider. The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, while building a reputation for innovation and value. DigiPoS Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SAAS is also set to change the way in which Retailers approach application deployment. For further corporate information log onto www.digipos-solutions.com

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