IBM   **IBM Customer Reference**

Giant Eagle

Synopsis:
IBM Global Services - Integrated Technology Services provides Retail Store Services to large
grocery chain, improving customer satisfaction and operational efficiencies

Location:
Pittsburgh, Pennsylvania USA

Industry:
Retail

URL:
http://www.gianteagle.com

Customer Background:
As the top food retailer in Pittsburgh, Pennsylvania, Giant Eagle operates more than 150
supermarkets and has over 60 franchisees in Maryland, western Pennsylvania, Ohio and northers
West Virginia. In addition to food products, Giant Eagle stores feature video rental, banking photo
processing and ready-to-eat meals.

Business Need:
Giant Eagle is the leader in its marketplace and wishes to maintain that position by providing
more options to its current customers, as well as enticements to attract new customers. As a
result, the grocery chain requested that IBM assist it with its migration from an older IBM point-of-
sale (POS) system to the IBM 4800 POS hardware with IBM SurePOS Application Client/Server
Environment (ACE) for the 4690 operating system. The customer felt that IBM had the breadth of
resources and expertise to meet its requirements to convert up to 200 Giant Eagle stores,
including corporately owned and independently owned stores. Of the 200 stores, IBM was asked
to provide installation and support for 136 stores and supplemental support for 64 stores.

Solution:
IBM Retail Store Services performed the software conversion work to modify the ACE software to
meet Giant Eagle requirements. IBM Global Services - Integrated Technology Services (ITS) then
provided the ACE installations, including project management, conversion kits, onsite support,
help desk technical support and help desk Level 1 support.

In support of the ACE conversion, the ITS team delivered the conversion kits to each store,
swapped pin pads, installed new key caps on the keyboards, reloaded and validated the software
and removed the older equipment. The team then gave training to each store to help employees
become familiar with the new prompts and the new checkout processes.

For two days after the installation was completed at each store, an ITS onsite resource supported
the registers before the pharmacy opened and resolved any installation issues. Additionally,
beginning two weeks before the first installation and for eighteen weeks thereafter, ITS provided a
help desk resource to supplement the call takers on the Giant Eagle Help Desk. A help desk
technical lead resource was also available for the same period, providing technical support of the
ACE products, application mentoring and database knowledge.

Benefits of the Solution:

The ACE solution gives Giant Eagle the ability to improve customer satisfaction as well as improve operational efficiencies. The customer now has additional payment options using debit and credit cards that were not previously available. The new ACE integrated marketing system allows for marketing promotions, e.g. the register tape provides discounts and promotions for the next time the customer enters the store. With the conversion of the development environment from a DOS-based to a Microsoft Windows environment, Giant Eagle increased productivity and provided more features and functions.