

NCC Partners with Bleep to Provide Worldclass POS System at Rio Olympics and Paralympics

Efficiently managing retail sales at sporting event venues requires a point of sale (POS) system designed for speed, reliability, and ease of use. Those features are even more vital when the system is used for sales at the Olympics.

Bleep UK PLC, a point of sale (POS) designer and manufacturer, provided POS solutions to VRL Venue Retail Solution, the company contracted to supply official Rio 2016 Olympics merchandise to 80 sites in 37 venues, including megastores at Olympic Park and Copacabana Beach. The retail outlets located in Rio and three other cities in Brazil required more than 400 POS terminals to handle purchases of highly sought-after merchandise including shirts, caps, towels, mugs, and other souvenirs.

VRL's requirements for the POS system included efficient ways to manage inventory and replenish stock as well as a system that could process secure transactions. In addition, a POS system for the Olympic Games not only has to be reliable to keep long lines moving, but it also must be easy to use. Thousands of temporary employees had to learn to operate the POS systems efficiently to keep up with the high volume of sales.

THE SOLUTION

Bleep partnered with NCC to build a POS solution comprised of Bleep's TS-915 touchscreen POS terminals and NCC Reflection POS software. Reflection POS features a user-friendly interface that allowed customizing the display to include only what cashiers needed in a simple format, which helped to enhance their efficiency and productivity as they waited on customers at the Olympic Games.



Event: Rio Olympics and Paralympics

Industry: Event

Solution: An integrated solution of Bleep TS-915 Touchscreen Terminal, NCC Reflection POS, Ingenico PED, and Sam4s Thermal Receipt Printer.



The solutions also provided the advantage of no single point of failure. Reflection POS features terminal redundancy — all data is stored on each terminal and data is shared among terminals in the system. Terminals can operate offline and share information with the network when the connection is restored, preventing data loss.

The terminals communicated sales data to a cloud-based Back Office solution, which delivered real-time sales, inventory, and labor reports that managers could access from any device, anywhere with an Internet connection. This data helped to keep the retail outlets adequately stocked during the event.

Meeting the Olympic-sized demand for speed, the solution processed transactions in as little as 3 seconds. It also included a customer-facing video display that engaged customers with upselling and advertisements from sponsors and partners. In addition, the multilanguage, multicurrency solution had the ability to accept customers' preferred payment methods, whether cash, Visa credit card, Olympic prepaid cards or near field communications mobile wallet payments such as Apple Pay. Visa also trialed some NFC wearable payment options including a ring and bracelet. The solution also featured a laser scanner integrated into the Bleep terminal, an Ingenico PIN entry device (PED), and Sam4s thermal receipt printers.

THE RESULT

The solution delivered the reliability, transaction speed, accuracy, efficiency, data capture and management control the installation at the Rio 2016 Olympics required. It successfully addressed the pain points of providing inventory visibility and facilitating stock replenishment as well as completing secure transactions.

Proven to handle the challenges of efficiently managing retail sales at a major sporting event on the world stage, the Bleep-NCC solution also successfully provides POS functionality to installs of all sizes, from shops, bars, restaurants, and nightclubs to premier events including:

- British Open
- FIFA World Cup
- France Euro's Football
- Glasgow Commonwealth Games
- Golf's Open Championship
- London Olympics and Paralympics
- PanAm Games
- Roskilde Music festival
- UEFA EURO 2016 in France
- Wimbledon Tennis

