



B&amp;Q

“Working closely with Torex has ensured that Retail-J has the ability to adapt with our changing needs.”

– Neil Harrison, Business Project Manager, B&Q

#### Knowing the company

Part of Kingfisher plc, the world's third largest home improvement retailer in the world, B&Q is the UK's leading home improvement retailer and garden centre, with a turnover of £3.9 billion.

Each week, the company's 30,000 employees serve some three million customers in 358 stores across the UK and Ireland, handling around 40,000 products.

Its success is underpinned by an ability to consistently offer a pleasant customer experience, efficient service and great value. All this demands a tightly run ship, real-time visibility across the organisation and an ability to spot emerging trends and customer preferences, and adapt accordingly.

#### Defining the strategy

However, B&Q's Point of Sale (POS) system was restricting its growth by limiting the types of card payments it could accept, not supporting a multichannel approach to promotions, vouchering and sales, and not allowing targeted promotions.

Simultaneously, profits were being systematically eroded by undercharging for products with damaged or no barcodes – e.g. aggregates, items by length or sawn wood, and a time-intensive daily cashing-up process.

Matters came to a head with the announcement of a compliance deadline for the bank-mandated EMV standards (chip-and-PIN) initiative, after which liability for fraudulent transactions would be shifting from banks onto non-compliant retailers.

As well as achieving EFT (and, later, PCI) compliance, B&Q wanted a POS solution that would help it:

- Manage trade and public customers differently
- Charge accurately
- Reduce queues
- Streamline the cashing-up process
- Extend cross-channel capabilities
- Reduce PCI compliance costs
- Create a robust platform for future strategy development.

#### Choosing the solution

After piloting one option which failed to deliver expected results, B&Q developed a three-tier solution around the Java-based Torex Retail-J system – with far more impressive results.

The Torex solution combines functionally-rich POS terminals, back office systems running cash management, and a head office solution running

## B&Q

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#### Snapshot

#### Sector

Retail

#### Product

Retail-J

Torex Estate Manager. These have improved communications and visibility throughout the enterprise.

Critically, the combination of store servers and stand-alone POS clients cost-effectively create a robust and available solution. This gives B&Q sufficient operating power even at peak trading periods and allows a transaction on a failed POS terminal to be quickly resumed on another.

Service has been further boosted by the Torex Retail-J SCO (self-check-out) interface. B&Q has since added 900 SCOs to its 4,000 cashier-operated POSs, and these now account for 40% of all transactions.

Cashier exchange has also been accelerated by Torex's cash office solution, which has not only streamlined cashing-up but allows the process to be conducted away from the POS.

Along with intuitive touch screens and handheld scanners which facilitate swift transactions, all these Torex-enabled capabilities have reduced B&Q's queues while optimising its workforce.

The Torex solution has also given B&Q profit protection by making product catalogues with easy visual aids available online from the POS. These help cashiers and SCO customers alike to identify the correct price for some 500 unbarcoded items.

Torex also provided cross-channel e-Gifting capability, which increased B&Q's voucher range and attracted more in-store customers without increasing administration costs.

Trade customers are also better catered for through Tradepoint, which runs on the POS and SCO effectively as a "virtual" trade counter, which recognises trade customers and automatically applies relevant discounts dependent on product.

In addition, through the unique Torex Retail-J EFTLINK interface, B&Q can now accept some 40 international, specialist cards without needing complex codes on each POS. This will enable it to cost-effectively keep abreast of changing PCI regulations, and reduce its POS development and administration costs.

#### Achieving return on investment

Neil Harrison, Business Project Manager, B&Q comments, "Working closely with Torex has ensured that Retail-J has the ability to adapt with our changing needs."

Consequently, within five years B&Q has achieved £156 million in real business benefits, including:

- £26 million in additional sales, due to the ability to accept more cards, to deliver more targeted promotions faster, and to acknowledge trade customers at the POS. Multichannel initiatives such as e-Gifting have also attracted more customers
- £19 million in profit protection savings – largely due to the accessibility of a visual product catalogue at the POS, which has significantly improved charging accuracy
- £12 million in cost savings/avoidance, e.g. significantly reduced training costs
- £99 million in deployment or productivity savings with the introduction of SCOs and streamlined cashing-up process.

To learn more about Torex, please visit [www.torex.com](http://www.torex.com)

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#### Global headquarters

Houghton Hall  
Business Park  
Houghton Regis  
Dunstable LU5 5YG  
T: +44 (0)1582 869600  
F: +44 (0)1582 869601

#### Torex US, Inc.

Regional Headquarters  
2001 Midwest Road, Suite 200  
Oakbrook, IL 60523, USA  
T: +1 630 359 4826  
F: +1 630 359 4855  
E: [info\\_us@torex.com](mailto:info_us@torex.com)

[www.torex.com](http://www.torex.com)

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#### About Torex

Torex is a European market leader for store systems in Retail, Hospitality, Convenience and Fuel markets. We provide outlet and head office technology to our core markets globally, through a mix of software, hardware, consultancy, implementation and maintenance and services. Our technology ranges from Point-of-Sale to solutions which help our customers deal with merchandise planning, business analytics, loss prevention and multi-channel trading. 1,150 Torex people help over 6,000 businesses serve their customers every year, in over 30 countries.

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