

## Case study

# Bayer Leverkusen ups the pace with new Point of Sale devices



HP system shortens the payment process to just a few seconds

### Industry

Retail

### Objective

Accelerating cashless payment processes in the stadium's kiosks and merchandise shops

### Approach

Bayer Leverkusen had previously installed HP POS systems during its last stadium modernisation project in 2009. The club was so pleased with the results that it decided to install the HP RP7800 in all of its remaining catering kiosks. Today, 152 electronic HP POS systems ensure that all payments made within the stadium go through quickly and smoothly

### IT matters

- Fewer failures and fast system restarts – e.g. following operator errors – ensure that the POS systems are always highly available
- Cashless payments accelerate the sales process

### Business matters

- Faster payment process and high availability enable the club to make more sales faster
- Shorter waiting times at the catering kiosks increase customer satisfaction



**“For us, the most important thing is that our stadium’s payment system is both fast and reliable. The more stable the hardware and software are, the better.”**

– Simon Pallmann, head of business operations, Bayer 04 Leverkusen



### Point of Sale system comes into its own during halftime

The BayArena, home of Bundesliga football club Bayer 04 Leverkusen, has capacity for just over 30,000 fans. In previous seasons, long queues would form at its catering kiosks shortly before kickoff and during halftime. To resolve this problem, the club decided to install new payment systems over the summer break. Now, fans can pay cash-free in just a few seconds with the new HP RP7800 Point of Sale (POS) device, with long queues now a thing of the past.



## Challenge

### When play stops, fans head straight to the kiosks

Things have to move quickly at Bayer 04 Leverkusen's catering kiosks as the majority of its sales are made within a period of just 45 minutes. "Most fans come to the kiosks around half an hour before the match and during halftime. However, if we were at full capacity, we're only able to serve around one in five of them during this short period," says Simon Pallmann, head of business operations at Bayer Leverkusen, as he describes the situation at the end of the 2014/2015 season. Long queues at the kiosks not only frustrated the fans, but also meant that the club missed out on a large proportion of potential sales. So it decided to use the 2015 summer break as a chance to optimise the BayArena.

Bayer Leverkusen's last modernisation project, completed in 2009, had included installing Point of Sale (POS) systems from HP. "We created new catering areas in the upper level and introduced cashless payments," remembers Pallmann. Any new POS system the club installed would therefore have to support this function too, and work seamlessly with the other hardware components such as the card readers. It would not only have to be fast, but also incredibly robust and durable as accidents such as spills are bound to happen with the staff serving so many customers in such a short time. "If the POS system fails or doesn't work for just three or four minutes, it can be catastrophic for the catering team," says Pallmann. The club was very satisfied with the HP systems it had installed in the stadium's upper level in 2009. This previous experience and the excellent price/performance ratio made the decision to choose HP again very easy indeed.

## Solution

### Payment process can now be completed in seconds

Between 2007 and 2009, Bayer Leverkusen carried out a number of projects to modernise the majority of its stadium. The stands were made higher, increasing its capacity from 22,500 to 30,210, and the number of seats in the hospitality area's restaurants and boxes was increased from 812 to over 2,000. Another part of this project involved installing a cashless payment system and HP POS devices in the new sales areas in the upper level. Other Bundesliga clubs followed suit. In 2011, HP's partner URANO fitted Mainz 05's Coface Arena with a high performance WiFi network, cashless payment system and 170 HP electronic POS devices. One of the stand-out features of this project was that the new devices were able to connect to the 5 GHz WiFi network at the stadium.

However, as the staff at Bayer Leverkusen wanted to be able to start, update and monitor the POS systems remotely, the HP devices in the BayArena were mostly connected via LAN. Using cables rather than a wireless option to connect the HP devices makes the solution more robust and secure. Today, all visitors to Bayer Leverkusen's stadium have the option to pay cash-free – either with a BayArena contactless fan card (with or without a season ticket connected), or a standard credit or debit card. "The advantage of the fan card system is that our visitors can also use it in other places – anywhere you can pay by card," says Pallmann. The cards are simply passed over a terminal at the kiosk and the corresponding amount is deducted. This takes just a few seconds and also offers an additional advantage in that catering staff no longer have to handle cash. So the process is not only faster, but also increases customer satisfaction and makes the kiosks more hygienic.

## Customer solution at a glance

### Hardware

- HP RP Retail System model 7800

### HP services

- 5 year on-site care package

“For us, it is important to have fast payment processes in the stadium so that they don’t cause a bottleneck when crowds rush in. The more stable the hardware and software are, the better,” says Pallmann, describing the main reason why the club chose this particular system. HP was able to demonstrate to the club that its RP7800 POS systems would be able to meet its high demands. Durability and robustness were just as key for Bayer Leverkusen as low error rates and flexibility. “Restarting the HP POS systems takes just a few seconds, and we very rarely have to do it. Devices with restart times of three or four minutes were simply out of the question,” comments Pallmann. The club also purchased a five year on-site care package from HP so that if any errors occur that cannot be resolved with a simple restart, the POS device will be repaired within 24 hours. “This is another area where we work with URANO,” explains HP Project Manager Eduard Riffel.

“We are confident that with these new sales points and the solution from URANO and HP, we can now serve everyone who wants to purchase snacks and drinks from our kiosks.”

– Simon Pallmann, head of business operations, Bayer 04 Leverkusen

## Benefits

### Coverage increased from 19 to 50 per cent

The kiosks were previously only able to serve 19 per cent of the maximum 30,210 fans in the stadium. Since the start of the current season, this has risen to almost 50 per cent. The BayArena now has 152 HP RP7800 POS systems, 142 of which are used in the catering kiosks.

And the club’s fans are very satisfied with this latest step. They agree that the queues for food and drinks now move much faster than they did previously. “We are confident that with these new sales points and the solution from URANO and HP, we can now serve everyone who wants to purchase snacks and drinks from our kiosks,” concludes Pallmann.

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