

Case study

TD Garden

HP MX10 Retail Solution and Vivonet Halo cloud POS transform concessions



Industry

Retail

Objective

Unify concessions POS on a single, scalable, global system, while upgrading mobile concession stands to full POS functionality

Approach

TD Garden has implemented cloud-based Vivonet Halo POS utilizing the HP MX10 Retail Solution

IT matters

- Cloud-based Vivonet POS transitions IT from onsite infrastructure to cloud-based solution-as-a-service at TD Garden
- HP MX10 Retail Solution easily scales to accommodate event demands
- Microsoft Windows Embedded 8.1 Industry Pro Retail OS delivers a highly secure, reliable and familiar platform for IT support

Business matters

- Improved POS system availability with continuous transaction processing in online or offline mode regardless of wireless signal interruption
- New flexibility makes it easy to add sales stations for events as needed
- Simplified transaction processing improves the customer experience with faster customer service and reduced waiting lines
- A complete retail offering combining HP, Microsoft and Vivonet expertise provides business-rugged, reliable POS
- Comprehensive sales data reporting enhances analysis and decision-making processes



“My motto when it comes to the Vivonet and HP Retail Solution is, ‘It just works.’”

– Jim Riva, IT manager, enterprise applications, POS and retail, TD Garden

TD Garden in Boston has hosted more than 30 million people to see the Boston Bruins and Boston Celtics, as well as concerts, sporting events, family shows, wrestling, ice shows and more. To provide the highest possible level of customer service for concessions, TD Garden has recently deployed Vivonet’s Point-of-Sale application on the HP MX10 Retail Solution. The MX10 solution leverages the Windows-based HP ElitePad.



Imagine the challenge of providing excellent customer service to 18,000-19,000 event visitors anxious to make a purchase at concession stands and quickly return to their venue seats. No one wants to miss out on the live experience.

That's the situation for the concessions staff at TD Garden in Boston at every live event, whether it's a sporting event, a major concert or other performance. To keep pace with an enthusiastic and fast-moving crowd, TD Garden needs a reliable point-of-sale (POS) system with the flexibility to add supplemental point-of-sale stations on any given night.

TD Gardens is a large entertainment venue with over 250 POS terminals so to win at this game, they decided to deploy Vivonet's cloud-based POS application on the HP MX10 Retail Solution, based on the HP ElitePad with Windows Embedded 8.1 Industry Pro Retail. "My motto when it comes to the Vivonet and HP solution is, 'It just works...,'" says Jim Riva, IT manager, enterprise applications, POS and retail for TD Garden.

Expansion, flexibility, mobility

POS hasn't always been such a slam-dunk for TD Garden.

"When we were using a traditional POS system with proprietary software and hardware, we couldn't get replacements for the POS workstations. And as we were preparing to renovate the concessions operation, we realized we couldn't expand," explains Jessica Segal, assistant general manager for Sportservice at TD Garden.

Among the benefits: The Vivonet POS software-as-a-service solution eliminates the need for an onsite infrastructure of servers at TD Garden and provides enterprise management capabilities which help reduce the management burden on the IT staff, according to Riva. It also gives TD Garden a high-availability solution with the flexibility to add additional point-of-sale terminals anytime with the addition of a simple, low-cost HP MX10 Retail Solution with the ElitePad.

"The HP Retail Solution with the ElitePad is much easier to add and manage than the proprietary hardware used in our old POS system," notes Segal.

Mobility transforming service

It was the second stage of the POS transition at TD Garden that showcased the strengths of HP MX10 Retail Solutions with ElitePad tablets. On any given night, TD Garden deploys somewhere between 25-60 mobile concession points—typically selling popular beverages. These freestanding concessions stations generate a tremendous sales volume.

"The portable concession stands had a cashbox and a portable credit card reader working on a 3G cellular connection," recalls Riva. "The card readers were slow, it all had to be logged by hand."

Now, the freestanding concession stands are equipped with the HP MX10 Retail Solution. This compact 3-in-1 solution transforms an ElitePad into a powerful POS tool with the HP Retail Jacket and the HP Retail Expansion Dock.

Once the tablet is placed in the Retail Jacket, users gain the flexibility of being mobile with the built-in functionalities of a magnetic stripe reader (MSR) and barcode scanner. Once the mobile solution is paired with the HP Expansion Dock, concession workers have the functionality of a traditional POS solution with the ability to connect to a full suite of POS peripherals.

"The ElitePads are lightweight and easy to carry. The screen is a good size, but not so big that the tablets take up a lot of space," says Segal.

They are also very durable. Working in the midst of a mobile crowd—especially during breaks in the action—staff can drop things, fans can knock over a drink or condiment. The HP Retail Solution stands up to that kind of heavy usage much better than previous systems. "If the portable credit card machines we had used for freestanding transactions were knocked to the floor, they wouldn't hold up," recalls Segal. "The HP Retail Solution can take the demanding routine in this business and keep working."

The combination of the Vivonet POS application and the HP MX10 Retail Solution simplifies the work of a concessionaire to speed transactions. "Before, users would have to do the math manually. Now, the Retail



Solution and Halo do it all for them,” Segal explains. “That translates to higher speed of service. To us, speed of service is paramount.”

Faster service means more sales in a shorter period of time — like the time between periods of a hockey game, or the intermission in a concert. Segal has noticed that the concessions lines at the end of a break in the game are much shorter than they were in years past. Because they are so mobile, the device is also easily used in the reserved arena suites.

Shorter lines, faster service ... it all adds up to an improved customer experience.

Microsoft Windows Embedded

The combination of fixed and mobile POS locations from Vivonet simplifies the whole POS landscape at TD Garden. “Our mobile stations run essentially the same application as the permanent locations,” says Segal.

It’s also seamless for the IT staff to support. “We’re a Microsoft shop here, so the familiarity with Windows 8.1 on the ElitePads made it easy to acclimate ourselves,” says Riva. “The Halo retail app runs on top of Windows, and we can get into the OS if we need to.”

Additionally, Riva says because the solution works in conjunction with Windows Embedded, it offers enhanced security features. The

default user on each ElitePad is locked down, and the application itself is PCI compliant. We have a more secure platform now,” Riva continues.

With Windows Embedded 8.1 Industry Pro Retail on HP devices, the latest security technologies help protect business information and devices integrate with enterprise systems.

Before adopting this new solution, Riva says TD Garden had tested a consumer-grade tablet in a retail solution that he characterizes as “unpolished.”

“That’s why the more business-oriented, Microsoft-based solution shines here,” he says. “Windows is more friendly to our IT department; Microsoft is involved in almost every IT solution in this building.”

Nonstop transactions

The POS system operates on an upgraded wireless network at TD Garden, which improves uptime significantly. Even if there’s a momentary outage or interruption of the wireless signal, the MX10 Retail Solution with Vivonet Halo can operate in offline mode to complete transactions. Then, when the wireless signal is re-established, the data for those transactions is uploaded to the cloud.

For Segal, the new POS system provides new flexibility. Pricing or menu items can quickly change in real time.

Customer at a glance

Application

Retail

Hardware

- HP MX10 Retail Solution
- HP ElitePad
- HP Retail Jacket
- HP Retail Expansion Dock

Software

- Vivonet Point-of-Sale Application
- Microsoft Windows Embedded 8.1 Industry Pro Retail

From a business perspective, Segal can look into the sales data by POS station at any time to evaluate the effect of the promotion, or see the night's overall sales.

At the end of the night, associates operating the portable concessions simply unlock the mobile devices from the docking stations and bring them back to a central storage area where they remain securely locked away until the next event. The sales data is already in the cloud. That makes it much easier for staffers to close out after the end of the game than the cashbox and credit card processing method.

Information extracted from the Vivonet's application can be used to analyze the sales data and possibly adjust the menu mix going forward

Riva says the Vivonet application and HP MX10 Retail Solution not only meet all of TD Garden's goals, but also match the company's IT and support systems. Segal goes a step further. "With this solution, we've seen some of the best service I've experienced from the retail POS sector."

"It's one, unified POS system, which makes it a lot easier for our associates," she adds. "With the ElitePad in the HP MX10 Retail Solution running Halo, this was the most seamless POS implementation I've ever seen."

Learn more at
hp.com/go/POS

VIVONET



Sign up for updates
hp.com/go/getupdated



Share with colleagues



Rate this document

