

Case Study: Complex Projects Solution



Large retailer of fine wine deploys EMV solution ahead of holidays, with a positive customer experience

The Customer

Total Wine & More — America's Wine Superstore® founded in 1991 — is the largest US independent retailer of fine wine. The company is headquartered in Bethesda, MD and operates 149 superstores across 20 states with plans for continued growth. Each store is 20,000—50,000 square feet with an average of eight (8) checkout lanes each.

Total Wine & More partners with EssintialSM for ongoing depot repair services and, in this case, a geographically wide-spread deployment project.

Who	Total Wine & MORE
What	EMV-enabled pin pad deployment at Total Wine & More Superstores
Where	122 stores across 18 states
Outcome	Successful, on-time completion with minimal service disruption

The Situation

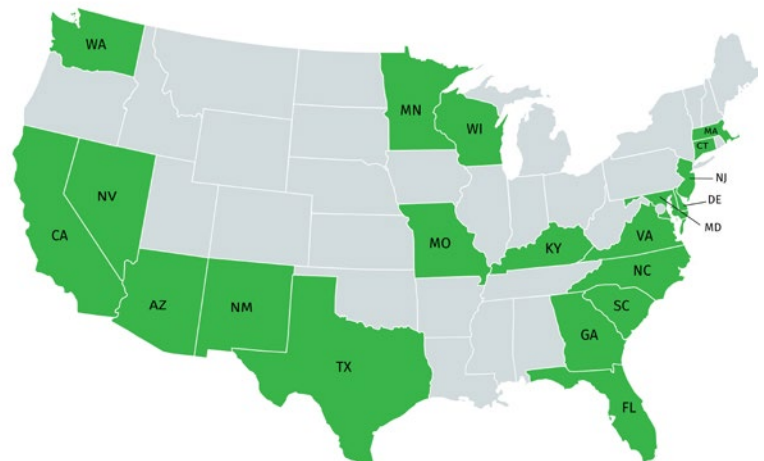
Total Wine & More implemented an EMV solution with existing pin pads early in 2016. However, soon after the installation, the technology began failing due to static electricity that would build up on customer cards. When the card was inserted, it would short out the system and cause it to malfunction.

"We were replacing pin pads left and right and getting them repaired," said Chris Foster, Sr. Business Analyst — POS Systems. "Going into the holiday season, we obviously didn't want to be dealing with this issue."

As a result, the company decided to purchase and deploy new pin pads company-wide to correct the issue. Initially, the company's internal team began managing the deployment. However, with the holidays fast approaching and other initiatives requiring their focus, they quickly identified that this approach wasn't feasible.

"To have a couple of people on the phone with the techs onsite day in and day out for five or six weeks wasn't going to work as we got close to the holidays," said Foster.

As a result, Total Wine & More engaged Essintial to handle the deployment at the remaining 122 stores, ensuring that the new technology would be in place before the busy holiday season.



ESSINTIAL DIDN'T JUST GO THROUGH THE MOTIONS. **THEY TOOK A VESTED INTEREST IN OUR SUCCESS.** THEY TOOK OWNERSHIP, AND THAT'S REALLY WHAT WE WERE LOOKING FOR.

— CHRIS FOSTER, TOTAL WINE & MORE

The Solution

Essential's Complex Project Solutions (CPS) team identified, scheduled and managed each technician's onsite visit which were scheduled Monday through Thursday, beginning before stores opened. This allowed the bulk of the work to be complete prior to the store opening, minimizing impact to Total Wine & More customers.

In addition to the Complex Project team assigned to the deployment, Essential also named a lead technician to serve as the hub of the project. He worked closely with both the customer and onsite technicians throughout the life of the project, serving as the primary point of contact for troubleshooting technical questions as well as remotely completing the necessary configuration changes required to each lane.

"After the first couple of weeks, Essential was able to handle and document common questions and issues without having to escalate to us," said Foster. "The last few weeks, we only heard from them at the end of the day when they reported everything was done, which was great."



The Results

Over a period of two months, Essential coordinated and completed the installation of 950 pin pads in 122 stores spanning 18 different states.

Partnering with Essential allowed the staff at Total Wine & More to remain focused on holiday season preparations with very little burden from this project. The project was completed well before the holidays, ensuring smooth operation during one of the busiest times of the year, and customers experienced minimal to no impact due to strategic visit planning and technician coordination.

WHY DO BUSINESS WITH ESSINTIAL? **EFFICIENCY.** THE PROJECT WAS WELL-RUN, START TO FINISH. IF YOU'RE LOOKING TO COMPLETE A SIMILAR PROJECT AND NOT HAVE TO WORRY ABOUT IT, **THAT'S ESSINTIAL.**

— CHRIS FOSTER, TOTAL WINE & MORE