

The Midcounties Co-operative

Case Study on Econocom and The Midcounties Co-operative

A prominent regional supermarket chain embarked on a significant project in 2022 to upgrade their stores with the latest self-checkout (SCO) payment tills.



The overall investment was budgeted for approximately **£3m** with over **50%** of the project represented by the associated costs of **software licences, store refurbishment and equipment installation**. The overall project was expected to take up to six months.

Key figures:



97

regional stores fitted with **new self-service systems**.



€3M

all inclusive project.



5 year

lease term. Spreading the cost, **aligning with equipment lifecycle**.

The Econocom Solution

Econocom proposed a fixed 60-month rental solution for the investment, thereby **aligning the investment costs with the equipment life**. Furthermore, the Econocom solution could accommodate all the associated costs of the investment, **hard and soft expenses** alike.

Econocom provided a flexible investment facility, allowing for the payment of Midcounties suppliers during the installation phase, as equipment was delivered, software licences released or milestones passed on the investment/refurbishment.

Midcounties fixed rental term, however, only started when the installation had been completed, equipment installed and delivering value.

The Challenge

Once the investment project was underway, it became apparent that the expected investment timelines were unrealistic, due to unforeseen challenges in the store refurbishment process.

As a result, the investment process took over 12 months to complete, with additional costs arising from the delayed installation.

Econocom's installation solution adeptly accommodated the extended timeline and increased budgets, demonstrating the flexibility and resilience of our solution.

Midcounties Co-operative

CASE STUDY | econocom

Added value

• One-stop-shop:

Econocom has the ability to bundle soft and hardware costs. Simplifying the process for you.

• Trusted Partner

Supporting users every step of the way, from pre-deployment, roll-out, throughout the subscription to the end of the contract.

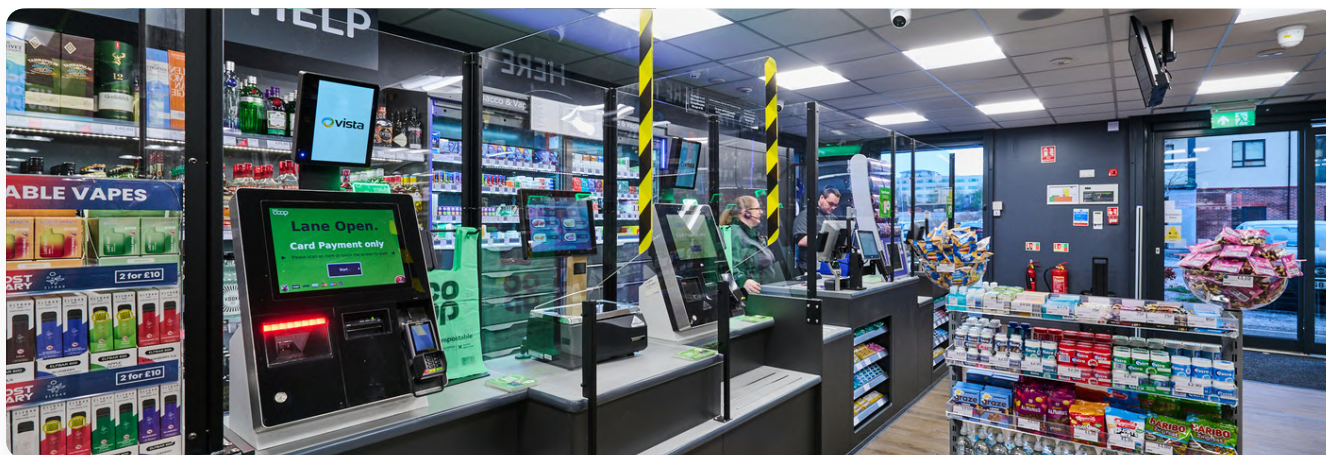


The Outcome

“Working with Econocom on our self-checkout project has made a multifaceted undertaking significantly more manageable and less complex. Throughout they have been professional and supportive.”

Chris Chandler

Head of Store Support at
The Midcounties Co-operative



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