How can future-oriented point-of-sale technology deliver exceptional customer experiences?

By elevating the visitor experience across sports, leisure, and entertainment environments

As a leading global full-service caterer, Aramark knows what guests want and delivers exceptional customer experiences in a variety of sports, leisure, and entertainment environments, including stadiums, arenas, exhibition centers, and more. Aramark Germany sought a future-oriented and scalable point-of-sale (POS) software that could fully integrate into its existing sports and trade-fair catering landscape. The company aimed to enhance processes at the POS, go beyond traditional catering and service management, and curate moments that leave a lasting impression on every visitor.

Providing reliable, stable, and scalable POS solutions for an outstanding customer experience with SAP Customer Checkout

Before: Challenges and opportunities
- Point-of-sale (POS) solution that can handle and process high transaction volumes during peak times
- Integration with the existing IT landscape
- Flexibility and scalability to adapt and adjust to specific needs and future trends

Why SAP
- SAP Customer Checkout application, which offers extensive POS capabilities to streamline processes and minimize waiting times and can also run as a stand-alone solution
- Stable, web-based solution with an intuitive, user-friendly interface that is accessible from multiple devices
- Flexibility that allowed implementation partner to extend and adjust the solution to meet the needs of each arena, stadium, and exhibition venue

After: Value-driven results
- Enhanced customer experience, with smoother checkout at the POS
- Streamlined transactions, leading to faster and more efficient operations
- Better gift card management and handling that saves time for cashiers and other staff
- Ease of back-office management, with quick and centralized POS transaction and data processing
- Greater transparency and visibility of all sales and financial data
- Fully integrated and scalable system that can effectively accommodate an expanding business

"In such dynamic settings like soccer stadiums, concerts, and exhibition venues, all processes need to work smoothly and provide efficient operations. With SAP Customer Checkout, we have **the right POS solution** delivering integration, stability, and scalability across our Germany operations."

Lutz Spahr, CFO, Aramark Germany

>10
Locations in Germany using SAP Customer Checkout

>1,000
POS applications across several soccer stadiums, arenas, exhibition venues, and catering services

Aramark Germany	Industry	Products and services	Employees	Featured solution
Neu-Isenburg, Germany www.aramark.de (German)	Passenger travel and leisure	Sports and event catering	15,500 (Germany)	SAP Customer Checkout