

Integrated Solutions Enhance a Distinctive Consumer Experience

The iconic line of Italian department stores known as Rinascente has made its name as a distinctive purveyor of all things beautiful and Italian. The must-visit destination stores are located in Italy's top cities, and offer the cutting-edge innovations and experiences that today's consumers expect. Through a strategic partnership with Diebold Nixdorf, the retailer is further enhancing the consumer experience through integrated systems, software and services that are enabling new functionality and efficiencies across the entire value chain.

Store Overview

Rinascente

11 locations across Italy

Endowed with the Rinascente name in **1917**

£615 million in annual revenue

1,700 employees



CHALLENGES



Connect data points among the entire store chain and digital channels to drive actionable results.



Replace outdated cash systems and software.



Transition to new solutions with limited impact to the in-store experience and overall sales operations.

SOLUTIONS



550 new point-of-sale (POS) terminals installed across the entire store network.



DN Vynamic™ software suite incorporated into physical touchpoints and digital network.



Leveraged services solutions including Installation Manager to automate and deploy solutions more quickly.

IMPACT



New software architecture based on open APIs and microservices deliver a seamless consumer shopping experience throughout all channels.



Rinascente continues its tradition of excellence and innovation with mobile integration and new in-store functionality.



Centralized services and harmonized user interface (UI) to enable more seamless, intuitive interactions.

UPHOLDING A LONGSTANDING LEGACY OF SUCCESS

Rinascente is the leading department store group in Italy. Named by the Italian poet Gabriele D'Annunzio more than 100 years ago, Rinascente has long been recognized as a must-visit destination on the world's shopping circuit. In 2016, Rinascente's Milan flagship store was named World's Best Department Store by the leading association of department stores, Intercontinental Group of Department Stores (IGDS).

As consumer shopping behavior has changed, Rinascente has evolved as well, creating exclusive events, hosting famous personalities and shunning ready-made formulas to better serve its demanding clientele. Today its stores serve as centers of culture and social interaction. Yet those stores were hampered with legacy equipment and siloed channels.

A FUTURE-FOCUSED STRATEGIC PARTNERSHIP

The Rinascente team knew they needed a holistic, end-to-end partner that could support them for long-term success. Diebold Nixdorf offered comprehensive, integrated retail solutions across point of sale, checkout, digital, mobile, back-office and service, with the regional staff and industry expertise to drive real transformation across the retailer's entire network of stores.

Diebold Nixdorf integrated physical and digital channels through an open retailing strategy based on open APIs and microservices. DN Vynamic™ software is enabling the stores to coordinate order processes and provide up-to-date item availability across different channels, and powering cross-channel management of marketing and loyalty activities. Meanwhile, new POS and back-office systems have created a powerful hardware platform that ensure consumers enjoy a memorable shopping experience. Underpinning the enhanced software and hardware is Diebold Nixdorf's comprehensive services support team, which provides maintenance for the company's in-store technology.



Together, the strategic partnership is supporting Rinascente as it builds a seamless digital ecosystem that integrates existing applications with new consumer touchpoints.



“Diebold Nixdorf’s software enables us to launch and expand innovative customer services and drive seamless experiences across all channels. We expect the DN Vynamic™ Retail software suite will enable our stores to move closer to converging the physical and digital customer experience.”

— Paolo Ciceri, Chief Information Officer, Rinascente