

# Why Checkout Flexibility Has Become a Competitive Advantage





Retail checkout is evolving rapidly and has become one of the most complex areas of operations for retailers operating in smaller segments with unique requirements. In this ever-evolving landscape, one size certainly doesn't fit all, and your retail transformation will be as distinctive as your business. This guide explores how tailored checkout approaches, supported by a strong partner ecosystem, can drive measurable improvements in efficiency and operational performance. No two retailers are the same, but these success stories offer a glimpse of what's possible and how a strong partnership approach can be successfully applied across multiple retail formats.

### **The Diebold Nixdorf Approach to Retail**

Diebold Nixdorf's approach is unique: We engage with retailers from strategy and planning to implementation and continuous support, adapting flexibly to their evolving needs. Whether scaling up or down, we tailor our services to offer precisely the right level of support. The teams provide a comprehensive consultant approach, including data analytics with a vast database of information on market, consumer and retailer trends, paired with independent survey results and extensive best practices related to the deployment, management and optimization of self-service devices in general.

### **ARE YOU DELIVERING THE SHOPPING EXPERIENCE THAT YOUR CONSUMERS ARE LOOKING FOR?**

We invite you to explore these real-world case studies of how retailers are offering their customers the best end-to-end solution and strategy to support their customers and operations. These examples also demonstrate how collaboration with experienced partners can help retailers navigate complexity and adapt checkout strategies over time. After reviewing this guide, we're happy to continue the conversation . [Learn more about the DN retail approach.](#)



## Flexible Customer Journeys at DIY retailer hagebau

Founded in 1964, hagebau GmbH & Co KG is one of Germany's leading DIY retailers. The company operates on a cooperative business model, with numerous independently owned and operated stores under the hagebau brand. This structure has enabled the retailer to maintain a strong local presence while benefiting from the efficiencies and scale of a larger organization. The cooperation of around 350 medium-sized wholesalers and retailers has grown into a significant player in the home improvement and building materials industry, not only in Germany but also across Europe, in more than 1,500 locations in Austria, Switzerland, Luxembourg, France, Belgium and Spain.

To keep pace with the evolving retail landscape, hagebau has made substantial investments in digitalization, presenting a robust omnichannel approach to cater to the changing preferences of consumers who increasingly value flexibility and convenience in their shopping experience. Therefore, strategic partners, like Marx IT Service and Diebold Nixdorf, who understand retailers' challenges and provide reliable solutions with high-quality hardware, have been crucial for hagebau in achieving its long-term goals. Innovative checkout technology with a combination of self-service and traditional solutions of the latest DN Series® EASY eXpress and DN Series® BEETLE A POS families are robust hardware systems and the ideal mix for all customer journeys.

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**“Over the past 25 years, Diebold Nixdorf has been a trustful partner for Marx IT, delivering reliable and innovative checkout hardware that meets the evolving needs of hagebau. With more than 3,000 installed touchpoints, we look forward to our continued success.”**

**—Mathias Körner, CIO, Marx IT**



### Realized with: Marx IT Service GmbH

Our partner Marx IT Service specializes in all software and hardware service solutions (repair, installation services, etc.), dedicated to DIY retailers. Since 1999, this modern, customer-oriented company expanded its customer base and offerings. By collaborating with a strong hardware partner like Diebold Nixdorf, DIY retailers can ensure their point-of-sale technology is efficient and scalable. They can focus on delivering excellent customer experience, driving sales and expanding their market presence.



## Boost Efficiency with High Performance POS

FRISTO SE is one of Germany's largest independent beverage retailers, offering a wide range of alcoholic and non-alcoholic drinks. FRISTO has expanded to operate more than 240 stores across Germany and Austria, with over 1,700 employees. The company is known for its extensive selection of regional and international beverages, competitive pricing and customer-centric service. Customer satisfaction is a top priority for FRISTO; therefore, they rely on the latest POS solution, the DN Series® BEETLE M2110 from Diebold Nixdorf. Powered by the latest Intel® processor for high performance, this solution ensures maximum availability. Easy integration into the existing technology environment and low power consumption were key criteria for the retailer.

“We trust in reliable and robust checkout solutions from Diebold Nixdorf to ensure maximum availability for consumers and making daily operations smoother for the retailers.”

—Till Kramer, CEO, dicom



Realized with: dicom GmbH

Since 1982, dicom has been a leading IT and service solutions partner specialized in beverage retailers. The team is highly committed to delivering innovative solutions to enhance business efficiency and scalability. More than 400 retailers rely on their expertise, and together with Diebold Nixdorf, they offer leading-edge checkout solutions.

## Self-Service Solution Offers Many Advantages in Cineplex Cinemas

CINEPLEX is a market leader in Germany, with 91 cinemas in 71 cities. It was founded in 1996 as a joint venture of 26 family businesses. The cinema operator successfully relies on self-service solutions with the efficient and flexible self-ordering terminals DN Series® EASY MAX to offer improved customer service. These days, customers allow for less time and arrive shortly before the movie starts. The resulting waiting times for purchasing catering products can be significantly reduced with self-ordering terminals, giving staff more time to prepare food and beverages. The figures speak for themselves: there is a 10% increase in food and drink purchases.

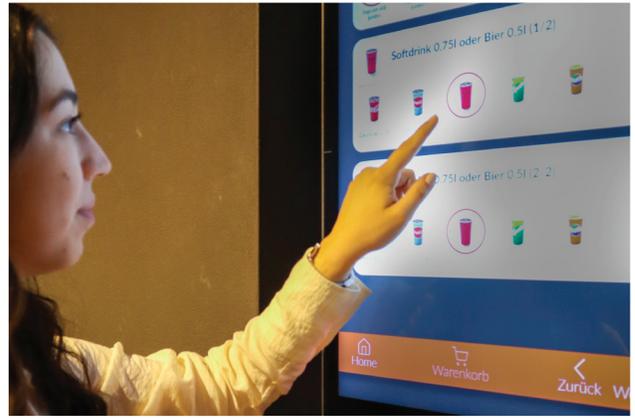
In the past, the cinema operator was confronted with the problem of visitors having to spend a lot of time queuing, for tickets and snacks/beverages, particularly during peak times. This created challenging situations for Cineplex employees: They often had to serve many customers in a short period of time, and they were responsible for preparing food and drinks, as well as handling payment. In addition, handling cash often proved to be time-consuming and costly.

With the introduction of the self-service solution, Cineplex was not only able to improve customer service and reduce the workload of its employees, but sales per customer have also increased, as sales of catering products have risen. Unlike at the counter, which concentrates on advertising a few products, customers have the entire range in front of them.

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**“The self-service terminals from Diebold Nixdorf provide us with excellent support. Our visitors really appreciate the convenience of purchasing tickets and catering products thanks to the intuitive operation of the terminals. “We were able to achieve an optimal result with their introduction: Fewer queues, but higher revenue thanks to the sale of additional products.”**

—**Detlef Bell**, Registered Manager, Cineplex German



### Realized with: SCS Schreiber

It was a quick and easy integration of the terminals into the cinemas' existing checkout zones and software landscape. The smooth cooperation with the service partner SCS Schreiber, responsible for the entire project management, including service, rollout and maintenance of the systems, guarantees comprehensive support and thus gives Cineplex a competitive advantage.



## Modular Checkout Solutions Scalable for Every Retail Format

### Hermann Armbruster

With over 70 bakeries and cafés across Central and Southern Baden, Hermann Armbruster GmbH + Co. KG proudly ranks among the Top 100 bakeries in Germany. Known for its commitment to quality, artisanal craftsmanship, and strong regional ties, the company continues to blend tradition with forward-thinking innovation.

For more than 20 years, dascus, in close partnership with Diebold Nixdorf, has been driving the digital transformation of Armbruster's branches. From the first rollout of the BEETLE / iPOS plus Atom, through the upgrade to Braswell, and now to the cutting-edge DN Series® BEETLE A, the journey reflects a deep commitment to progress.

Today, around 150 POS systems are being modernized—step by step—ensuring every location benefits from a stable, high-performance, and future-proof checkout infrastructure. Powered by Diebold Nixdorf hardware, Armbruster is setting new standards in retail efficiency while honoring its heritage.

### Brotmeisterei Steinecke

With over 500 branches and 4000 employees, Brotmeisterei Steinecke is one of the leading suppliers of baked goods in Germany. In the area of hardware and software solutions, the company relies on dascus, with Diebold Nixdorf as strong partner. Steinecke currently uses over 900 checkout systems of the DN BEETLE A series with 15" customer displays to promote current offering, all of which work with the dascus EasiPOS cash register software.

### Wöllhaf Retail

With around 50 branches, the Wöllhaf Group is one of the leading travel retail providers at German airports, such as the capital's BER airport and Frankfurt Airport. In the scope of the partnership with dascus, Diebold Nixdorf has implemented its checkout solutions at both airports, combined with the dascus checkout software EasiPOS and the Central Store Office (CSO) application as a central control tool for the stores.

With the DN Series® EASY ONE from Diebold Nixdorf, also the first hybrid checkout solution has been implemented at Berlin's BER Airport, which enables easy switching between attended checkout and self-service checkout.



### Realized with: dascus

As a specialist for customized POS systems, dascus offers all-round solutions comprising hardware, software and services for optimized sales processes and the success of its customers' stores. Therefore, dascus relies on renowned manufacturers and reliable partners such as Diebold Nixdorf. The company's offer extends from standalone to network solutions, both for individual branches and for comprehensive requirements.





Diebold Nixdorf

