

RETAILER'S PEAK SEASON SURVIVAL GUIDE:

10 Mistakes You Don't Want to Make

Can Your Store Handle Peak Pressure?

Retail's most intense season isn't forgiving. Downtime, delays, and walkouts are just around the corner—unless you're prepared. Maneuver through the obstacles of the 27 days between Black Friday and Christmas, where there's no room for failure, by following these 10 essential tips and tricks.

According to the Time and Motion Study even a **10-second** checkout delay per transaction can lead to **1.6 million hours of lost time per year across 2,000 stores**—a silent drag on revenue that peaks during high-volume periods.

2025 BlueSeed and Diebold Nixdorf, Time and Motion Study

01



Lost sales due to downtime and delayed checkout

Enhance the Service-Level Agreement (SLA) for faster response times and higher device availability.



02



System Disruption

Think of preventative maintenance: Avoid last-minute breakdowns with proactive device tune-ups—before the rush hits: Prime your checkout with a cleaning, rebuilding and testing service, including the replacement of worn parts.



The cost of downtime — which was previously estimated to be **\$5,600 per minute** — has raised substantially to an average of **\$14,056 per minute**.

2024 EMA IT Outages: Costs and Containment

03



Flagship Store Incidents

Ensure your prime-stores are peak-ready with a full operational audit and fix—before customers walk in: Let skilled field engineers perform a comprehensive check-up of your stores, identifying and resolving hotspots or potential faults.



Each POS outage costs **\$855 per hour per store**, and 87% said it can take up to **5 hours** for onsite support to resolve the issue.

2021 Retail Touchpoints - The True Cost of IT Downtime in Today's Retail Reality, and Ways to Mitigate It

04



Limited Support During Extended Hours

Decide for support that matches your trading hours—because issues don't clock out at 5 PM: Increase your Second Line Maintenance service hours to ensure support is on hand during your overall trading hours.



U.S. retailers experienced an average of **164 hours of IT outages in 2024** — nearly a full week of lost operations across store systems, self-checkout lanes, order fulfillment tools, and e-commerce platforms.

2024 APM Digest - 5 Lessons Learned from the 2024 Observability for Retail Report

05



In-Store Shopping Made a Comeback

On key shopping days, customers showed a slight **preference for brick-and-mortar** shopping experiences.

2025 Deloitte Holiday Quick Take

126.0M Brick-and-Mortar Shoppers (+3.7% YoY)

+7.2% YoY Most Popular In-Store Shopping Days

Black Friday (81.7M Shoppers)

Last year, there were **10.5% more online shoppers** than brick-and-mortar shoppers, but **this year the distribution** of shoppers was almost **evenly split**.

2025 Deloitte Holiday Quick Take

Balanced Checkout Capacity

Add lanes, not stress: Turn unused assets into peak-season power. Deliver, retrieve, and store extra checkouts—ready when you need them, gone when you don't.



06



No Option for Emergency Repair

Rely on rapid-response engineers on standby for your busiest stores—so no issue stalls your sales: give fast-track support where and when it's needed the most.



2024 Holiday Results

\$994.1B

Overall retail spending during the holiday season (Nov 1 - Dec 31), representing a 4.0% YoY increase

\$752.7B (76%)

In overall retail spending during the holiday season in-store

2025 Deloitte Holiday Quick Take

Year-Over-Year Growth

2023 vs 2024

(Nov. 1 - Dec 24; unadjusted for inflation and excluding automotive)

3.8% Total Retail (ex. Auto)

2.9% In-Store (ex. Auto)

07



Long lines at checkout cost U.S. retailers a staggering **\$37.7B annually**, as customers abandon their purchases in frustration.

2023 Skandi - How to Avoid 4 Common Pitfalls with Effective Peak Season Planning

Long Waiting Times

Scale your checkout power without the pressure: Deploy mobile and modular checkout solutions that flex with your needs—on-site when it's busy, out of sight when it's not.



08



Inability to Scale

Stay agile in a fast-paced retail world: Choose a service partner that adapts with you—offering modular service solutions that flex with your changing needs, not against them.



Key December Shopping Trends

Increased shopping demand was seen late in the season, with **7 of the top 10 highest-spend days occurring in December**.

2024 Deloitte Holiday Quick Take

58%

surge in the amount of foot traffic on **Super Saturday** (i.e., the Saturday ahead of Christmas) when compared to the daily YTD average

50%

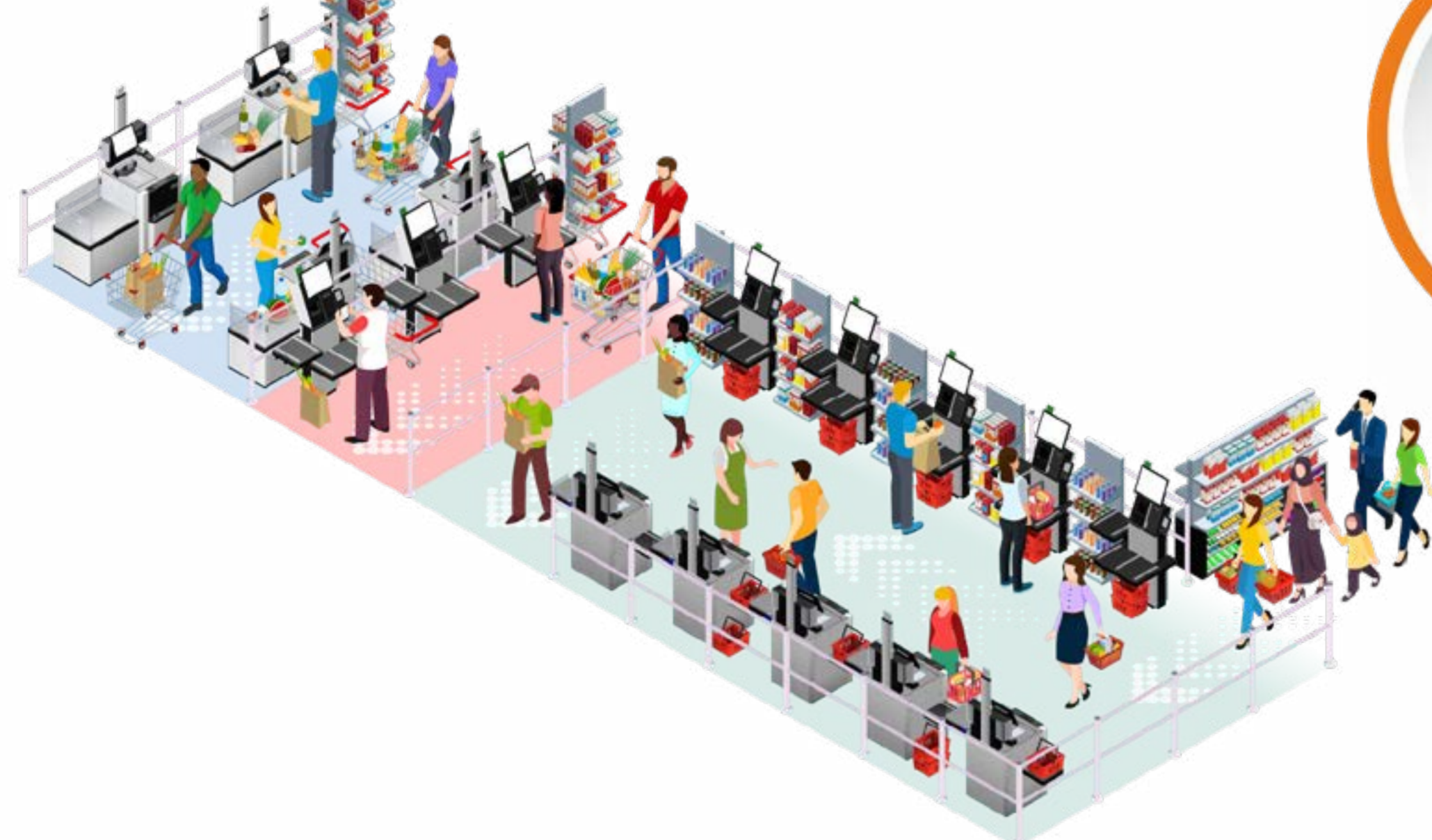
of customers' purchases were completed by **early December** on average while only **10% of customers** were finished shopping

09



No Transparency on Store Performance

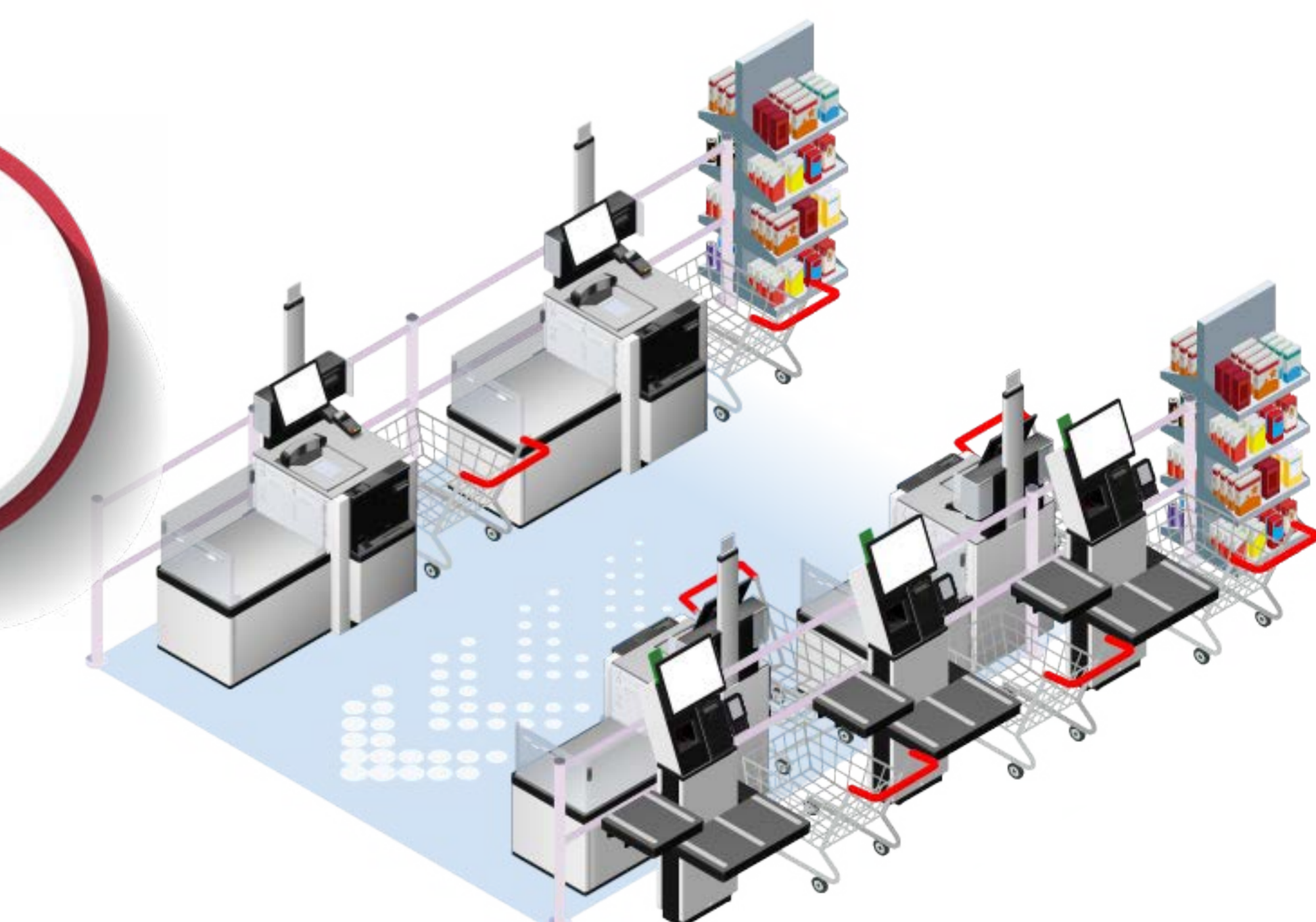
Don't settle for guesswork: Partner with a service provider that delivers custom reporting and real-time insights—so you can adapt fast and stay ahead.



Poor Checkout Availability

Think one step ahead: Predict, prevent, and proactively manage your ecosystem to maintain highest availability of mission-critical IT infrastructure.

10



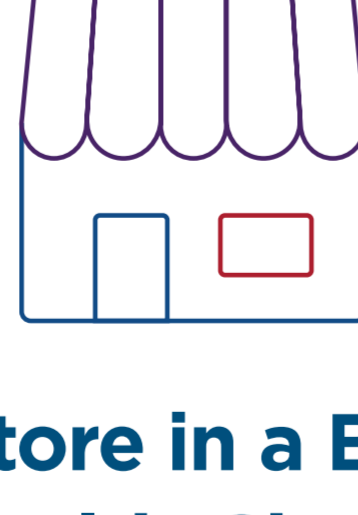
7 Retail-Ready Services to Keep You Selling—Even at Peak Pressure

Peak season waits for no one—and neither should your service strategy. Whether you're preparing for holiday surges, seasonal events, or promotional spikes, our seven tailored service modules are designed to keep your operations agile, your staff empowered, and your customers delighted. With a customer-first mindset and cross-functional expertise, we help you stay ahead of demand, reduce friction, and unlock new revenue opportunities—right when it matters most.



Preventative Maintenance

Avoid last-minute breakdowns with proactive device tune-ups—before the rush hits: Prime your SCO and POS with a cleaning, rebuilding and testing service, including the replacement of worn parts.



"Store in a Box" Health-Checks

Ensure your prime-stores are peak-ready with a full operational audit and fix—before customers walk in: Our skilled field engineers will perform a comprehensive check-up of your stores, identifying and resolving hotspots or potential faults.



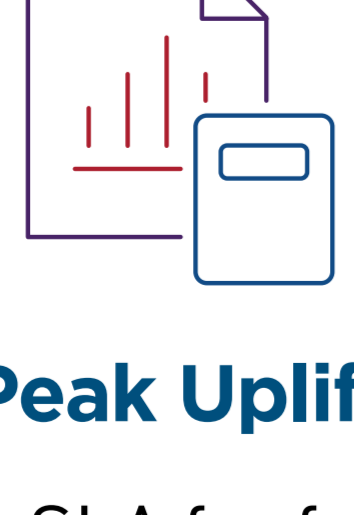
Peak Extra Checkout

Add lanes, not stress: We deliver, retrieve, and store extra checkouts—ready when you need them, gone when you don't.



Extended Service Hours

Support that matches your trading hours—because issues don't clock out at 5 PM: Increase your Second Line Maintenance service hours to ensure support is on hand during your overall trading hours.



Peak Uplift

Upgrade your SLA for faster fixes and higher device uptime when it matters most: Upscale to an increased Service Level Agreement to improve device availability and enhance customer experience.



Emergency Support

Rapid-response engineers on standby for your busiest stores—so no issue stalls your sales: Give fast-track support where and when it's needed the most.



Equipment Sorting/Disposal

Turn unused assets into peak-season power. We refurbish and redeploy to boost capacity, and store afterwards—so you're ready when demand spikes.

Stay ahead of the holiday rush with Diebold Nixdorf's tailored services. Ensure uptime, empower staff, and deliver seamless customer experiences.

Let's talk and make this peak season your most successful yet.

