

Edeka Paschmann expands its self-checkout concept in the new Flagship Store with Diebold Nixdorf

Overview

Belongs to the

EDEKA
Rhein-Ruhr
Stiftung & Co. KG



Stores: **11 in Western Germany**
(between Mülheim and Düsseldorf)

Employees: < **1,000**

Annual turnover 2021: **appx. € 154M**

History: **First store opened in 1961 in Mülheim with 45sqm founded by Heinz-Wilhelm Paschmann**

Investment into further development of the markets in the last 6 years: **appx. € 20M**

Edeka Paschmann drives the “**Essthetik**”-concept, which offers a contrast to their competitors e.g., discounters: in the brand-new **Hafen-Center** store the focus is on creating a great shopping atmosphere with highlighting the different areas and an optimized customer and checkout flow

CHALLENGES

- Providing the best possible service to customers “starts with finding a parking space and ends at checkout”
- Long waiting times in the checkout zones
- Strong competition means to differentiate by offering a better and extra service
 - more gastronomic choice, elaborate and top-quality store design
- Different checkout options for all customers needed
- Increase in throughput



SOLUTIONS (in all 11 Edeka Paschmann stores)

- DN Checkout solutions: POS, SCO, Cash Management Modules – all replaced in 2021
- Managed Services – i.e., proactive software update, Currency Data File (CDF) updates, remote services, desktop management and monitoring
- Electronic Shelf Labels

Special HW and details for the the flagship store in Mülheim a.d.Ruhr: Hafen-Center

- DN Series™ BEETLE M3
- DN Series™ EASY: **9 self-checkout solutions** to support a new checkout concept that separates the scan from the payment process — 9 checkout lanes with 18x payment stations, including DN Cash modules for coins and notes
- Cash Management Solutions
- Additional 4 cash management systems in the lottery and bistro area
- Managed Services

- Hafen Center in the media:
 - [Stores+Shops](#)
 - [Lebensmittelzeitung](#)
- Excellent store concept for everyone
 - Special store design to optimize customer flow and range, e.g. customers in a hurry (for lunch) can find all the convenience ranges from own production, the unpacked station, chilled drinks and sweets within a short walk through the shop.
 - Paschmann claims a local leadership in the wine range for its store in Mülheim 2,000 different wines with a tasting station, and 2 dedicated sommeliers to advise customers.
 - Efficiency and time savings also play a major role in his special checkout concept, ideally for both the consumer and the retailer. Paschmann offers its customers a large area with eight self-service terminals. On the other hand, the store relies on the separation of scanning and payment process in the checkout zone: The cashiers stand in front, take the goods from the trolley, scan the products and place them on the belt. The customer places their purchase in a second trolley behind it and pays at a separate self-service terminal assigned to him.



IMPACT

- Faster checkout, more throughput
- Employees are free to take over other tasks and services
- Better and more precise workforce planning
- More choice for customers in the checkout zone: self-checkout or semi-assisted checkout, which means an employee scans all items and the customer pays at the EASY eXpress terminal next-door

“The separation of the scanning and payment process increases the speed. In this way, we save our customers long waiting times.”

– Falk W. Paschmann



Exclusive store designs, product freshness and outstanding service – this is what the medium-sized retailer EDEKA Paschmann has stood for with its name since 1961. Now, with the opening of the state-of-the-art flagship store in the newly built Hafen-Center in Mülheim an der Ruhr, the Paschmann family is redefining modern food retailing. The implementation of the innovative store concept was made possible together with Paschmann’s technology partner Diebold Nixdorf.

In the new flagship store of EDEKA, Paschmann offers its customers the usual comprehensive, fresh-oriented range on around 4,500 square meters of state-of-the-art store space. With this eleventh store of the group, and a total sales area of now 20,000m², the merchant family not only sets new standards for modern food retail but also shows what it means to offer first-class customer service.

GOAL: EXCEED CUSTOMER EXPECTATIONS

“Everything we do, we do for our customers” – this is the guiding principle of EDEKA Paschmann. The retailer has recognized that to live up to this principle, he must permanently offer his customers a first-class service, which is why he relies on Diebold Nixdorf as his proven technology partner for checkout solutions.

Paschmann relies on solutions from Diebold Nixdorf in all 11 markets. In addition to the hardware checkout solutions BEETLE and EASY eXpress that include cash management modules, the associated services are also provided. Thanks to the intelligent, proactive monitoring and maintenance of the systems, Paschmann can permanently rely on the innovative technologies to function safely and consistently. In this way, Diebold Nixdorf enables the retailer to keep its quality promises in the service area.

For Paschmann, Diebold Nixdorf not only plays the role of a supplier with the provision and maintenance of checkout hardware but also as a strategic partner in the development and planning of highly efficient, tailor-made checkout solutions.





Paschmann also relies on the expertise of his proven partner for his flagship. In addition to numerous POS checkout systems and eight SCOs, the group's new store includes nine of the cash lines precisely designed for Paschmann, each with two DN EASY eXpress and cash management modules for bills and coins, while the lottery and bistro also feature Diebold Nixdorf's cash modules.

A UNIQUE SHOPPING EXPERIENCE

Customers are always offered an optimal checkout experience, due to the sophisticated layout of the checkout area that stands out due to the high number of checkout lines offering high availability. In addition, by relieving the burden on checkout staff, Paschmann can offer even more focused support from staff during the entire shopping process as well as more efficient, streamlined payment processes and flexibility at checkout.

TECHNOLOGY QUICKLY ACCEPTED

Thanks to the seamless integration of all built-in checkout solutions, especially in combination with the intensive training support by Diebold Nixdorf, the progressive checkout solution was adopted quickly. "An extremely high level of acceptance of the systems, combined with the enthusiasm of our customers, speaks for itself," says Falk Paschmann. Now that this latest product of the partnership between Diebold Nixdorf and Paschmann has also proven to be a complete success, the retailer is already looking into the next innovative self-service checkout concepts.



"With the help of Diebold Nixdorf, we can achieve our goals and meet the expectations of our customers in terms of setting new standards for service and customer orientation!"

—Falk W. Paschmann, Managing Director Edeka-Center Paschmann



To learn more, visit [DieboldNixdorf.com](https://www.DieboldNixdorf.com).