



Advantech Reference

Bijou Brigitte equips all German branches with Advantech POS terminals

In 2019, the company was looking for a partner for the German Bijou Brigitte branches who offers reliable and modern POS systems as All-in-One (AiO) touchscreen computers. The implementation of the latest technologies, fast processor performance and ease of use were important. Due to the affiliation to the fashion retail industry, the focus is also on an appealing design of the devices. With Advantech, a partner has been found, who can meet the requirements and guarantee that the products supplied can be used directly in all stores.

Requirements:

- Implementation of the latest technologies
- Easy handling of the devices
- Fast delivery & direct usability

Product used:

- UPOS-211

Benefits:

- Fast processor performance
- Easy configuration
- Comfort in operation and handling
- Highest reliability
- Compact & robust design
- Space-saving





The Company Bijou Brigitte

Bijou Brigitte modische Accessoires AG is one of the leading providers of fashion jewelry and accessories. The company operates over 1,000 branches in Europe. The Bijou Brigitte brand stands for inspiration, joy, passion and diversity. With its proven expertise in jewelry with star quality and trendy accessories, the Hamburg-based group delights all fashion fans who want that certain something for their outfit.

Year of foundation: 1963 as an import and trading company for fashion jewelry
 First foreign branches: 1989 in Austria and the Netherlands
 Turnover: 334 million euros (as of 2019)
 Employees: 2,863 (as of 2019)
 Sector: Retail – specialist in jewelry and fashion accessories

Our Solution

The demands on modern cash register systems are high. They have to be space-saving, inconspicuous but stylish, reliable and durable. Intuitive operation and multi-functionality are a must. The Advantech All-in-One POS system UPOS-211 has a 15" touchscreen. With its fanless, compact design and energy-saving operation, it is very suitable for the use in branches of all sizes. The UPOS-211 is operated by an Intel® Celeron® J1900 / Core™ i processor. It guarantees high computing power with reliable data processing while at the same time flexibly adapting to a wide variety of applications. With its many interfaces and different connections, the UPOS covers all of Bijou Brigitte's requirements.

Thanks to the technical advice provided well before all branches in Germany were equipped, it was possible to implement all customer-specific requests and the appropriate operating system.



Trustful cooperation - Smooth implementation

After consulting and individual compilation of the POS system, the first ten devices were delivered to Bijou Brigitte for a test phase. Thanks to the open and trusting cooperation, the rollout of all German branches was quickly implemented.

In order to use the new cash register systems as smoothly and quickly as possible, the approximately 600 new Advantech devices were installed and put into operation by specialists directly at the respective shops. This way, the cash register operation was not disturbed and closing times due to the system change were avoided, as the Bijou Brigitte software was programmed user-friendly and could therefore be used seamlessly.

Advantech UPOS-211

The UPOS-211 is an AiO Point-of-Sale (POS) system equipped with a double hinge stand and a small footprint. This makes it ideal for the installation on counters with limited space. The UPOS-211 offers high computing power and reliable data processing. The system also supports flexible adaptation to various customer-specific applications and improved brand advertising.

Conclusion

In close cooperation, the project teams from Bijou Brigitte and Advantech have created a solution that meets the high everyday demands in a large number of different branches of the fashion jewelry manufacturer. „What I particularly appreciated about working with Advantech was the openness and problem-solving orientation in the offer phase,“ says Marco Schulz, IT Purchasing at Bijou Brigitte. „We were also very enthusiastic about the delivery quality. That's how I think of a real partnership!“ summarized Marc Neugebauer from the IT support of the fashion jewelry manufacturer.





The next step is to equip the branches in Europe with the UPOS-211 from Advantech. „The smooth cooperation and the remarkable know-how of the project managers on both sides led to an excellent performance and a win-win situation that we will now use for the next country,“ said Brenda Blasche, IT Purchasing at Bijou Brigitte.

“The collaboration with Bijou Brigitte was based on partnership from the beginning on. We are proud that our UPOS-211 is used in all branches in Germany and that we were able to demonstrate our capabilities. We look forward to a further trusting cooperation! ”, says Siegfried Schrottenbaum, responsible key account manager at Advantech.



Project-Highlights:

- Hardware with latest technology, fast processor performance, many interfaces, easy touch operability, WIN 10 IoT OS and an appealing design
- Fast delivery of the hardware & direct use in the branches with customer-specific configuration
- Excellent delivery quality and full functionality

ADVANTECH

Advantech Service-IoT GmbH
Industriestraße 15, D-82110 Germering
Phone: +49 (0)89 41 11 91-0
Telefax: +49 (0)89 41 11 91-900
E-Mail: contact@advantech.de
© by Advantech Service-IoT GmbH 2021