



# Starbucks European Symphony EPoS Rollout

## Services Provided

<p>Europe</p>	<p>Configuration</p>	<p>Warehousing and Logistics</p>	<p>Installation</p>	<p>Project Management</p>	<p>EPoS Systems</p>
<p>65 sites Over 7 weeks</p>	<p>22 Installation days</p>	<p>98 Sites Over 2 months</p>	<p>3 hour Deployment</p>	<p>613 Sites over 5 Months</p>	<p>100 Installation days</p>

## The Project

### What was the problem

This extensive project started in France when Starbucks approached Celestra to support with its new EPoS installation. The initial objective of the project was to configure and deploy this across its French coffeehouses replacing the existing tills and ancillaries with the new Symphony Cloud solution. As the project progressed, additional sites and countries were added to the forecast and Celestra continued to support on the project.

### What we did

All hardware was configured by our Configuration Team in Bletchley, Milton Keynes and was then dispatched across the continent by our Logistics Team.

The project started with an initial team of 4 French Engineers covering Paris and Nice, followed by 20 engineers in the UK. The project was finally completed with a dedicated 3-man engineer team in the Republic of Ireland. All achieved a 100% success rate with no rollbacks receiving glowing feedback from each site they visited.

There were several challenges to this project. In the beginning, France, along with the rest of the continent, started to enter lockdowns which put pressure logistically on getting hardware to site and engineers to travel through scrupulous travel restrictions.

As the project progressed, there was also the challenge of completing works in a COVID secure way. The key to the success of this project was to keep in constant communication with all teams involved and Celestra's ability to be super adaptable to the everchanging restrictions. The final piece of the jigsaw was the management of old hardware through reselling and WEEE recycling.

### Why Starbucks chose Celestra Starbucks

needed a partner with a strong portfolio of successful projects and that they could trust in handling deployments of large-scale rollouts. Celestra was approached on its merit and experience in rolling out similar installs both in the UK and Europe and was ultimately chosen as partners to deliver this solution.

As the relationship matured and the team successfully delivered, even through tight COVID-19 Pandemic restrictions. This developed a solid foundation of trust and synergy between Starbucks, Celestra and the other key partners. This allowed further development of the solution and roll out across other territories.

### How did Starbucks Benefit

The new Cloud-hosted Symphony POS solution enabled Starbucks to enhance customers experience and engagement with the brand. This new system is also a more complete suite of software running on much-improved hardware.

This has allowed Starbucks to open new avenues of digital revenue such as Mobile Order & Pay, which is an App ordering collection service, and Order and Delivery capabilities through services like Uber Eats.

Both these initiatives have become huge revenue streams for many companies and investment continues to gather momentum as this becomes the engagement choice for many consumers. Starbucks can now continue to trade, even when COVID social restrictions continue to change.

