

# IPER, LA GRANDE I

## An NCR case study



### IPER transforms the shopping experience with NCR

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#### The challenge

Since 1974, IPER, La grande i has prided itself on providing shoppers superior experiences within its stores in Italy. In April 2016, IPER opened its 27th hypermarket location. The IPER Hypermarket, located in "Il Centro" in Arese, Milan, is part of one of the largest shopping centers in Europe, which draws many families and younger shoppers into the store on a daily basis.

IPER wanted to give shoppers the best possible experience, while still delivering the service they had come to expect. IPER Store Manager, Marco Ruzza said, "We want to give maximum attention to our customer...building loyalty is the principal element above all."

For more information,  
visit [www.ncr.com](http://www.ncr.com), or email [retail@ncr.com](mailto:retail@ncr.com).



# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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## The solution

IPER partnered with NCR to transform the store's front-end checkout. NCR's FastLane SelfServ™ Checkout, SelfServ™ 90, RealPOS™ XR7, and RealScan™ 79 Bi-Optic Imager were chosen to give shoppers the flexibility of choosing a cashier-manned lane or a self-service option.

Information Systems Director, Valerio Cortese, explained, "We must listen to our customers, who are continually changing their shopping behavior at our stores. Therefore, the company must continue to evolve and to introduce new solutions to accommodate growth." Thanks to these transformative solutions, IPER increased operational efficiency and improved service. Store Manager, Marco Ruzza expressed"

The workers feel very engaged. In self-checkout, for example they can help customers' with payment and any other problems that arise. The customers' perceptions of self-checkout are very positive. The fact that we have adopted various types of payment enhances the services we offer."

In total, the hypermarket's checkout consists of 18 self-service payment stations and 28 assisted lanes, to offer the best combination of always available checkout options.

For IPER, shopper experience and loyalty are top priorities, and NCR has helped IPER successfully meet those objectives.

## Key Solution Benefits

- **NCR RealPOS™ XR7:**  
Stylish and compact all-in-one retail point-of-sale with sleek zero-bezel design.
- **NCR RealScan™ 79 Bi-Optic Imager:**  
High performance imaging with the largest scan zone.
- **NCR SelfServ™ 90:**  
Compact card only checkout with flexible mounting options—floor standing pedestal, countertop, or wall.
- **NCR FastLane SelfServ™ Checkout:**  
Intuitive user interface, full tender options, and seamless POS integration.

**"Impressions received from both customers and employees have been very positive."**

— Marco Ruzza, Store Manager, IPER

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