

MOBILE POS AND JD EDWARDS INTEGRATION

Transforming the customer experience with mobile point of sale integrated into JD Edwards



> **Industry:**
Sporting Equipment, Apparel, and Footwear

> **ERP Application:**
JD Edwards EnterpriseOne

> **CDI Solutions:**
SnapPOS and SnapPay

> **BluePay Solutions:**
BluePay Gateway, ACH Processing, Credit Card Processing

CHALLENGE

Mobile Point of Sale and Real-Time Integration with JD Edwards

Mizuno sponsors and participates in athletic events to showcase their sporting equipment, apparel, and footwear. These events offer Mizuno an opportunity to sell products directly to consumers. They wanted a point of sale solution that would streamline the shopping experience, engage their customers, and maintain an efficient process for order acceptance, invoicing, and payment collection. Finding a single-source POS and payment solution provider to facilitate real-time integration into JD Edwards was necessary to accomplish this goal.

SOLUTION

Engaging and personalized customer shopping experience

Mizuno chose SnapPOS because the solution could leverage mobile technology and integrate with their JD Edwards system for a single source for price and inventory checks. With encrypted mobile card readers, sales staff can swipe a customer's credit card and complete the purchase without having customers wait in line for a cashier.

- Tablet with an encrypted credit card reader, Bluetooth scanner, and printer
- Encryption and tokenization technology for secure credit card transactions
- Ability to accept split tender
- Robust reporting from card swipe to funding into the bank

RESULTS

Streamlined Check Out Process

"Our goal was to provide a secure and flexible point of sale solution for our associates and a superior buying experience for our customers. Real-time integration with JD Edwards, encrypted card readers, and a mobile tablet option makes the SnapPOS solution a win-win for Mizuno and our customers."

-Keith Neely
VP OPERATIONS AND ECOMMERCE, MIZUNO USA, INC.

The CDI and BluePay solution increases productivity for Mizuno sales associates by providing an intuitive touchscreen application and gives their customers a frictionless buying experience. Customers not only have a quick mobile checkout, but also simple access to more information, more options to purchase, and an improved shopping experience.

Mizuno enjoyed benefits including:

- Real-time accurate sales bookings
- 50% time-to-service improvement resulting in increased revenues
- Reduced risk due to advanced security including point-to-point encryption (P2PE) and tokenization
- Improved customer satisfaction due to less wait time and email receipts

By focusing on improving the customer experience, not only did Mizuno see sales revenue growth, but they realized operational efficiencies and reductions in PCI scope and costs beyond their expectations.