

Case Study

Game changer for AlphaMega Hypermarkets with SM-6000



Business Needs

- Further enhance customers' shopping experience
- Improve operators' work efficiency

Benefits

- Boost AlphaMega's brand positioning as the leading player in modern retail in emerging markets
- Maximise scale's performance

Solutions

- Label and receipt printing on the scale
- Increase customers' engagement with videos and promotions



Company: AlphaMega Hypermarkets

Country: Cyprus

URL: <https://www.alphamega.com.cy/en/>

Industry: Hypermarket, Retail

Technology:

SM-6000EV PLUS with OP

"The introduction of SM-6000EV PLUS will be used as the new standard for all AlphaMega chain and all upcoming branches"

With the vision of positioning itself as the Hypermarket of the future, AlphaMega is constantly looking to incorporate innovative technology and solutions for their stores.

Coincidentally, the AlphaMega's management team was sold by its unique design and solutions of SM-6000. Being a long-time user of DIGI solutions, they were pleased that DIGI have created a new standard of using only linerless labels for SM-6000. They commented that it has helped to reduce both logistics and storage cost, allowing them to enjoy flexible label designs.



Furthermore, the high resolution 15" customer display screen has proven to be a great channel to engage customers while they are waiting to be served. Operators can now opt to play videos or advertisements for their ongoing promotions. Additionally, they can opt to play both advertisements and videos together in one screen setting, another new standard for the industry.

The new operator's screen with capacitive touch now allows operators to perform transactions even when they are wearing gloves. It also allows them to scroll along the pages efficiently.

The upcoming installations of SM-6000 of new AlphaMega hypermarkets will also include more solutions like Speed ID, e.Labels with Hi-Touch and multi department queue.



about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.