

## PRESS RELEASE

### *Cardiff City Football Club powers its stadium superstore with the latest AURES YUNO EPOS terminals.*

***New touchscreen YUNOs from AURES are live across the retail operations of popular Welsh football club, Cardiff City. The terminals are driving the software solution from specialist provider Retail & Sports Systems that runs the club's stadium superstore and external sales booths.***

***Runcorn, January 2017:*** Cardiff City Football Club has revealed details of the new touchscreen terminals it has invested in to run its integrated, sports-specific retail EPOS system. Now successfully running for some months in the club's stadium superstore and sales booths around the ground, the selected terminal is AURES' latest model, the YUNO.

At the beginning of 2016, the club was already running EPOS but found itself with a stock management system which was inadequate for its purposes, a lack of confidence in the accuracy of the reports it generated and a website which was not linked to store operations.

The superstore sells a wide range of merchandise, replica shirts, gifts and souvenirs. Gifts can also be personalised with the Bluebirds (the club's nickname) branding. Explains Clare Scarth, who manages retail operations for the club: "Business in our onsite superstore is fast paced, especially on match days. We needed to move to a higher performing system."

Some months later, the club upgraded to a fully-integrated PC-based solution from Retail & Sports Systems (RSS), a specialist provider of computer systems for sports clubs. RSS' 'go-to' partner for hardware is AURES technologies and its managing director Richard Waltham particularly favours the new YUNO terminal, so this unit was proposed to Cardiff City FC.

Comments Clare Scarth: "We couldn't be happier with the YUNOs. They are compact machines so take up minimal space in our till areas. And having staff sign on with fingerprint recognition is fantastic, completely secure."

Clare and her team have found the YUNOs both reliable and easy to use. "Plus they are quick, which helps us to keep queues down at busy times." The new touchscreen system makes it simple and fast to look up stock from the onscreen button images. This is ideal for telephone orders or for non-barcoded stock.

"Our in-store technology has been transformed," she says. "Compared to a year ago when we started our search for new hardware and software, we now have a fully integrated system to drive the superstore and our web site. We have full purchase order and stock management system functionality which makes a real difference, and we can rely on the reports that we pull off."

“The YUNOs are proving to be the perfect vehicle for our new RSS software solution,” Clare Scarth concludes.

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**PHOTOGRAPHY: YUNO terminal from AURES Technologies, with a customer-facing secondary screen**



## NOTES TO EDITORS

**About Cardiff City Football Club – [www.cardiffcityfc.co.uk](http://www.cardiffcityfc.co.uk)**

Nicknamed The Bluebirds due to their blue and white kit, Cardiff City FC is one of Wales’ longest-established football clubs. Founded 118 years ago, it is now owned by Malaysian businessman Tan Sri Vincent Tan.

Currently playing in the Championship after a chequered history in recent years, its home base is the 33,000-capacity City Stadium opened in 2009. *Visit Malaysia* is the official sponsor of the club’s kit and its web site.

**About AURES Technologies - [www.ares.com](http://www.ares.com)**

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPoS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of €76.2 million for 2016, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

Complementary to the EPoS activities of the Group, the OEM Equipment & Systems Department works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial and digital display applications.

**About Retail & Sports Systems – [www.retailsportssystems.co.uk](http://www.retailsportssystems.co.uk)**

Retail & Sports was founded in 2009 and we launched our first live system at Sheffield United in July 2010. This was swiftly followed by St. Helens RLFC in August 2010. Our system is now in use in over 25 sites including 16 Football Clubs & 3 Rugby Clubs. Although we have a strong presence in the Sports Industry, we have also developed systems for other channels such as Fast Food & Charities.

The current Directors have a wealth of retail experience. Their portfolios prior to founding Retail & Sports include many multichannel retailers and department stores such as George Clothing, Per Una, Charles Tyrwhitt, Fortnum and Mason, Harrods and more; e-commerce sites such as wiggle.co.uk and Kitbag.com; numerous football clubs such as Chelsea, MUFC, MCFC, Liverpool and Everton plus many others, as well as having worked for the global sporting brands Nike, Adidas and Puma UK.