

CASE STUDY

ENGEN – TACTILE TECHNOLOGIES

MARKET

PETROLEUM - RETAIL



Engen chooses for reliability with Elo touchmonitors

A strong relationship

A key feature of both Elo Touch Solutions and Tactile Technologies - and by expansion its resellers - is reliability, which was very much appreciated by the client: *"We have received unbelievable support from Datacentrix on this project, and their relationship with Tactile Technologies for the supply and support of the touchscreens showed us how a real partnership in action should operate,"* commented Japie Muller, IT Manager for Retail Automation at Engen.



Tactile Technologies is the only company in Sub-Saharan Africa to focus on touchscreen technology as its core product. It was established in 2001 and is the official and sole distributor of Elo Touch Solutions products in Sub-Saharan Africa. Tactile Technologies offers tailor-made touchscreen solutions through a network of resellers which supply the African continent.



Engen is an African energy company that refines crude oil, markets petroleum products and provides convenience services through an extensive retail network. Engen Limited's shareholders are PETRONAS, the Malaysian national oil company, and WAIH (Worldwide African Investment Holdings). Today, Engen enjoys the biggest share of the market in South Africa and has a significant presence in 17 Sub-Saharan African countries. The company also exports its products to various other territories, mostly in Africa and the Indian Ocean Islands.

▷ Customer expectations

'Reinvigorate' project: deploying over 3,000 points of sale

When faced with aging and failing technological infrastructures, Engen started the search for a new supplier of user-friendly point-of-sale solutions for over 800 sites. Due to several factors – vastness of operating network, varying environments of deployment, combination of several hardware and software partners – this task promised to be very complex, therefore Engen set up the 'Reinvigorate' tender. Engen was looking for a touchscreen solution specifically tailored to their needs and expectations: they needed the equipment to be operational 24 hours a day, 365 days a year and capable to be deployed in several environments. Finally, the tender was awarded to Datacentrix, a reseller for Tactile Technologies.

▷ Engen's challenges

Modern technology and service in harsh environments

A point-of-sale solution was needed that included touchscreens, but could also be deployed in rather 'extreme' and harsh environments, such as fuel forecourts, restaurant areas and retail outlets. Furthermore, other peripherals were already in use, with specific POS software, so the solution needed to take into account the compatibility with these installed infrastructures.

▷ The win-win solution

Manufacturer's commitment

Engen has opted for the Elo Touch Solutions 1515L IntelliTouch desktop touchmonitors to upgrade their entire network. By choosing Elo Touch Solutions products, Engen can count on a total package offering, consisting of repairs, warehousing and on-time deliveries. All concerned parties work together as

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Elo desktop touchmonitors

- Available in a wide range of sizes
- Standard and wide-screen formats
- Models with seamless zero-bezel, glass-to-edge design
- Stable, tiltable base that can be reversed or removed for wall-mount
- Multifunction units with optional peripherals
- A choice of touchscreen technologies

a whole to obtain the best results: Elo Touch Solutions (vendor), Tactile Technologies (local touchscreen specialist) and Datacentrix (total solutions provider). This threefold structure enables Elo Touch Solutions to provide grade A products ensuring an outstanding availability cycle with excellent warranty conditions at very competitive prices.

"The Elo 1515L is a 15-inch monitor that is part of a large product family which also includes 12-inch, 17-inch and 19-inch sizes and was released in 2005. This equipment is still available today, and even though this is rather unusual, this availability is a perfect demonstration of the commitment and sensitivity of Elo Touch Solutions to projects such as this," says Mauro Mercuri, Managing Director of Tactile Technologies.

Responsive touchmonitors with high picture quality

The Elo 1515L touchmonitor packs quality and reliability into an integrated touchmonitor. The 1515L can function as a desktop or wall-mounted unit. The display is factory sealed against dirt and dust, and the unit is equipped with one of the industry-leading touchscreen technologies on the market today: IntelliTouch surface acoustic wave technology for superior image quality (activated with finger or glove).

▷ Why Elo Touch Solutions Products Work

Cost of purchase = cost of ownership

The approach of this project was to supply the client with high quality goods accompanied by a great support package. This was achieved together with the reseller Datacentrix. Ultimately, the client incurred no additional service costs on the Elo products, resulting in the cost of purchase being equal to the cost of ownership. Japie Muller explains: *"We have solved the support costs that were associated with our previous suppliers, and have incurred no additional costs over and above that which were included in the original tender."*

Reliability and a long warranty

Elo Touch Solutions products are designed for touch and use commercial grade components which are developed to last for up to 50,000 hours of use, and offer a 3 year warranty. If something ever does go wrong, customers can count on a network of support offices around the world.

A long product life cycle

Our commitment to a long product life cycle means customers can roll out our touch solutions over a multi-year period and know that the last application will have the same reliable touchscreen as the first.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you

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Designed for touch

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