

case study



Seattle Seahawks Deploy Honeywell Line-Busting Retail Technology in New Pro Shop to Ensure Fans Won't Miss a Minute of the Game; Drives Record Sales at Grand Opening

The Captuvo SL22 Sled for Apple® iPod Touch® Allows Seahawks Pro Shop Workers to Speed Checkout, Offer Mobile Point of Sale

In National Football League (NFL) pro shops, every home game is like Black Friday with a limited amount of time to sell as much merchandise as possible. To meet this challenge, this season, the NFL's Seattle Seahawks and their sister team, the Seattle Sounders Football Club of Major League Soccer (MLS), are deploying Honeywell technology to help their fans can get the team gear and souvenirs they want. The technology upgrade was part of a complete pro shop remodel, which reported record sales with virtually no lines during the season's grand opening event.

The solution includes Honeywell's Captuvo SL22 enterprise sleds, which transform an Apple® iPod Touch® into a mobile retailing tool, along with technology from eMobilePOS and POSitive Technology.

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“To speed up transactions, we went with the Honeywell Captuvo iPod POS sled, which has a built-in barcode scanner and credit card reader,” said Nick Johnson, IT specialist for the Seattle Seahawks and Seattle Sounders Football Club. “From start to finish, the average three to four item sale takes less than a minute.”

“NFL fans are ravenous for new team merchandise and bring a lot of foot-traffic to in-stadium retailers like CenturyLink Field Pro Shop,” said Peter Fehl, vice president



of marketing for Honeywell Scanning & Mobility. “By using Honeywell’s Captuvo SL22, the Seahawks organization has set itself up to deliver a great fan experience.”

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The technology solution increases associates’ productivity. Fast and efficient barcode scanning and payment processing leads to shorter checkout lines and allows workers to engage with customers throughout the store. The Captuvo also integrates with the store’s inventory system, giving associates accurate knowledge of merchandise levels, and provides additional protection for the iPod, minimizing downtime due to device downtime that can result in a crowded, fast-moving retail environment.

eMobilePOS, a leader in providing all-in-one mobile point-of-sale (POS) and inventory management solutions, created an application for the Apple operating system (iOS) that facilitates payments and barcode scans for the iPod when docked inside the Captuvo SL22 sled.

“eMobilePOS for OpSuite allows us to provide our fans with great service by finding product and answering questions, and then we can check them out and get them back to the game without any wait,” says Johnson. “Additionally, training our associates on the eMobilePOS system takes five to 10 minutes. Because most employees are already familiar with the iOS interface, there is virtually no ramp-up time.”

“Integrating eMobilePOS for OpSuite within the Seahawks’ Microsoft RMS eco-system was straight-forward and trouble-free using the provided API,” said Brett Bennett, CEO of POSitive Technology. “We were able to complete a comprehensive integration, test it and put it into our first beta site within a very short period of time, allowing us to meet tight deadlines by our customer and, as a result, position them to fulfill the demand of a truly energized fan base!”

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