



Hamleys positions itself as **the finest toy shop in the world**. To deliver the brand promise, Hamleys prioritized the customer and sales associates experience and undertook an upgrade of their POS system from Retail J to Oracle Retail Xstore.

ABOUT HAMLEYS

The World's Most Famous Toy Retailer for **250+ Years**



tourist destination in London

107 stores in 23 markets



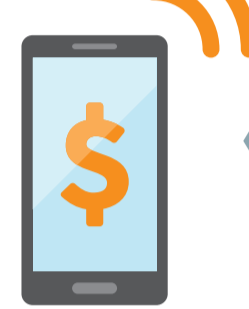
across EMEA, Asia, and Americas

CATALYST FOR CHANGE



Improved customer and sales associate experience

Maximize new system capabilities and introduce new payment methods



Dynamic currency conversion and tax-free shopping

Replace obsolete EMV devices



BUSINESS BENEFITS AND RECOMMENDATIONS



Hamleys deployed Oracle Retail Xstore Point-of-Service **in under 8 months** with Oracle Retail Consulting, **on time and within budget** to support the critical peak trading season.

Improved trading terms, increased cash flow through changing acquirers.

Met global organizational goals by introducing a PCI-compliant solution.

TIPS FOR A FLAWLESS POS UPGRADE



Engage highly experienced and expert IT professionals, not just on the Oracle side, but internally as well.

Adoption of agile project management methodology rather than the waterfall model so you can fix/coordinate on the fly.



Involvement of store staff very early in the process.

LEARN MORE ABOUT HAMLEYS KEY LEANINGS AND RECOMMENDATIONS FOR A FLAWLESS POS UPGRADE: [GOTO/HAMLEYS](#)



On-Demand Webcast

Hamleys: Empowering Store Associates
Speaker: David Oakley, Head of IT, Hamleys



Guidebook

Hamleys: Empowering Store Associates