

CASE STUDY

RETAIL



MediaContact

Entreprise : **CYCLELAB**
Secteur d'activité : **Bike shops and related accessories**
Logiciel : **MediaContact**
Utilisation : **Android kiosk**

Overview

Since the early 2000s, CYCLELAB company develops and coordinates a network of adherents specialized in bike shop and related accessories. CYCLELAB provides its members with services tailored to bike selling.

The three main distribution channels of CYCLELAB, CULTURE VELO, BOUTI CYCLE and Vélo Station gather 130 stores covering the national territory.

5IVE, CYCLELAB subsidiary, provides computer services and engineering required for all stores: development and supply of management applications, fleet administration, hot line support, user training and support.

Requirements

5IVE received the mission of digitizing the network of stores. While keeping in mind the margins of the adherents, an online store fully developed and managed by 5IVE opened in 2013.

Then, the management team wanted 5IVE to study the introduction of the new online store inside the physical stores.

In response, 5IVE proposed the provision of secured touch screen kiosks installed in each store and allowing permanent access to the online store and the catalogs of products for both customers and vendors.

Solution

The selection of Android HP tablets with 21 inches screens was decided.

MediaContact was the chosen solution for the management and the security of the tablets.

The MediaContact integrated kiosk meets 5IVE security requirements by allowing, from the headquarters, to manage the only applications available to users and to forbid access to other applications and to system settings.

MediaContact administration services also allow 5IVE to monitor and update applications on the tablets and managing the catalogs content.



MediaContact's choice was strengthened by the fact that 5IVE already knew the software quality and the reliability and responsiveness of TELELOGOS services, using MediaTransfer software, with satisfaction, in order to synchronize business data with the network of stores since 2004.

Benefits

- ✓ Allow customers to freely and easily access to the online store and to catalogs in physical stores
- ✓ Allow vendors to order products not available in physical stores
- ✓ Provide adherents with an innovative and differentiating service in the bicycle market
- ✓ Develop Click & Mortar
- ✓ Secure the use of tablets in stores

« For the development of our in-store digital space, MediaContact was the ideal solution to implement a kiosk system directly accessible by the end consumer while allowing a remote and centralized content management. »

Paul LAVAL,
5ive IT manager

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