Wincor Nixdorf targets small stores and retailers

By Matthieu Guinebault - 18 December 2014

The IT solutions provider for retailers is now aiming to appeal to small and medium-sized businesses, including ready-to-wear stores and other specialized businesses. To that effect, it has named Nicolas Segons to the newly created position of partner manager Europe for retail.

It's a big step for the company, which was previously mainly addressed to banks and large retailers such as Carrefour, Système U, Auchan, Kingfisher, and Kiabi. Now, it's aiming to attract pharmacies, ready-to-wear stores, restaurants, movie theaters and specialized businesses, according to the company.

That’s where Nicolas Segons comes in, offering Windcor Nixdorf his experience in the field. Segon has previously worked for Motorola Solutions, Sonus Network and Spectra Physics.

"The needs identified in the small and mid-size business market are many, since consumers are seeking innovative solutions in the buying journey," said Philippe Dauphin, France president and retail vice president of Wincor Nixdorf Europe. "From the multiple POS solutions, whether fixed or mobile, to cash management, payment terminals, and omnichannel software, Wincor Nixdorf’s range is now available to all businesses, regardless of the size of the network or store."

Present in 110 countries, Wincor Nixdorf has 9,000 employees and generated a turnover of 2.5 billion euros over the course of its last fiscal year.

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