

PRESS INFORMATION

September 2009

AURES wins major contract with SFD to supply EPoS equipment into 'SFR Telecom' retail stores

Lisses – France - 29. September 2009; *the AURES Group, which designs and manufactures the POSLIGNE® range of EPoS equipment, is proud to announce a large contract win with SFD, a market leader in the distribution of mobile telephony, telecoms and internet solutions.*

SFD, "Société Financière de Distribution", the N°1 distributor for telecoms operator SFR in France, has selected POSLIGNE® OLC 15 touchscreens to equip their 300 sales and service "Espace SFR" outlets.

As a result, some 2,000 POSLIGNE® touchscreen solutions are currently being deployed in SFR outlets throughout France.

- *"Our project to overhaul the IT systems in "Espace SFR" stores was launched at the end of 2008," explains **Christian AUSSET**, SFD's Director for Information Systems. "This has involved the complete reorganisation of both our back-office and front-office facilities, and thus represents a major, strategic undertaking for the company, involving the highest levels of senior management and significant investment. We could not afford to make a mistake: we needed to be sure of choosing reliable, long-lasting equipment with a colour scheme and image consistent with the strong SFR brand; the hardware proposed by AURES was the only offer to fulfil all these criteria and meet our expectations."*

POSLIGNE®



RÉINVENTER L'UNIVERS DES TERMINAUX POINT DE VENTE

- *"Our initial objective was to reduce queues in our stores and improve customer capture by facilitating store traffic, dispensing with the time-wasting need to move from one workstation to another" he adds. "To achieve this, we have increased the number of reception EPoS and workstations: depending on their size, stores will have between 6 and 20 POSLIGNE® touchscreens. What is more, we have been able to install all our IT and sales applications (including subscription applications, contract editing, till functions and so on) directly on each workstation.*

Our SFD sales staff can now handle all applications and the transaction chain from a single terminal, something which was not possible previously: this has led to increased customer satisfaction and more effective sales performance in our outlets!

In addition, AURES agreed to loan us equipment in order for us to carry out upstream testing (including both technical trials with SFD's IT department teams at headquarters and in-field testing in our pilot stores); this enabled our technical and sales teams to test and assess these new systems and become familiar with them at a very early stage in the process.

- *"These tests proved highly positive", adds **Gilles GRANDVALET**, Head of Key Accounts at AURES. "Designed and developed by AURES, the OLC 15 displays are particularly sturdy and long-lasting; the accuracy and very high quality of our touchscreens compared to those of competitors was another decisive factor in winning this major contract."*
- **The exclusive design and interchangeable colours of AURES hardware also played their part in SFD's final decision:** *"AURES is the only manufacturer on the market capable of providing 'customised' peripheral devices in SFR's distinctive red and white colours, fitting in perfectly with the state-of-the-art visual identity and brand image deployed in the new store concept; we were able to provide a tailor-made solution for SFD, creating a unique, specific "SFR Red" for the OLC 15 colour clips," explains **Gilles BOUVART**, AURES' Managing & Sales Director.*

*"Our sales teams and test customers immediately warmed the contemporary aesthetics and ergonomics of the POSLIGNE® displays," adds **Christian AUSSET**; "these provide the right final touch for the new SFR concept's look and decor, and are the perfect complement to the brand image; there's no way we could have achieved such a complete level of integration with the rather less 'sexy' hardware available from other manufacturers!"*

- *"This far-reaching agreement marks a further stage in the expansion of our Group, which is celebrating its 20th anniversary this year," concludes **Patrick CATHALA**, the **AURES Group's** CEO.*

Rollout of the 2,000 POSLIGNE® touchscreens began in June 2009, with an average of 4 "Espace SFR" stores equipped daily; this was ramped up to 6 stores per day in July, with operations resuming on September 1st last after a break in August.

Deployment in all 300 "Espace SFR" sales and service outlets will be completed on October 15, 2009, and will include SFR's "Experience Stores" in Lille and on the Champs Elysées in Paris.

About SFD

SFD is the privileged partner of telecoms operator SFR (a leader in the fields of internet, telecoms and mobile telephony in France). In the space of ten years, SFD has become one of the leading mobile telephony distribution networks for corporate customers and the general public alike.

SFD operates 300 "Espace SFR" outlets and Experience Stores for its consumer business, as well as 15 sales agencies for the corporate side; the company sells nearly 2 million mobile phones a year and has a total workforce of 2500.

The mission of SFD's IT Department is to provide the responsiveness required by the changing environments of its business line and that of its operator. This involves deploying a high-performance, integrated information system based on new technologies.

www.sfdnet.fr

About the AURES Group

AURES is celebrating its twentieth anniversary: founded in 1989 and listed on Euronext Paris since 1999, the Group manufactures point of sale terminals and systems, as well as related peripherals, which it markets under the POSLIGNE brand®.

Acclaimed for its excellent reliability, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, mass retail outlets, the hotel and catering industry and the service sector.

With its exclusive designs and wide range of fully interchangeable colours, the AURES Group aims to be the most creative leader in this field of business.

Marketing of POSLIGNE® systems is handled by the AURES head office in France, the Group's three subsidiaries in the United Kingdom, Germany and the USA, and via a distributor network present in over forty countries.

For further information
please contact **Yannick-Florence Waelly**
+33 (0)1 69 11 16 65 (LD)

yannick.waelly@ares.com

www.ares.com

AURES Group
32, rue du Bois Chaland
91090 LISSES – France

Tel : +33 (0)1 69 11 16 60
Fax : +33 (0)1 64 97 58 38

AURES Technologies Ltd
Unit 2, Chandlers Court
Picow Farm Road
Runcorn, Cheshire, UK, WA7 4UH

Tel : +44(0)1928 591222
Fax : +44(0)1928 591333

www.ares.com