



Italy's Rinascente Works With Diebold Nixdorf To Create A Seamless Shopping Experience In Flagship Store

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ROME, Jan. 23, 2018 /PRNewswire/ -- Rinascente, the leading department store group in Italy, is enhancing the consumer experience in its stores, including its flagship location in Rome, with new point-of-sale (POS) systems, software and services from Diebold Nixdorf (NYSE: DBD), the world leader in driving connected commerce. A multi-year service contract has also been signed for the maintenance of the company's in-store technology.



Opened in October, the shopping palace in Italy's capital city features Diebold Nixdorf software solutions that enable Rinascente to offer consumers a variety of digital and physical services. Additionally, the new 120 Diebold Nixdorf POS systems and 40 back-office systems are a powerful hardware platform to ensure that consumers enjoy a memorable shopping experience on a sales floor of 14,000 square meters.

Based on open APIs and microservices, Diebold Nixdorf's software ensures consistent data management, for example, to coordinate order processes and item availabilities across different channels. The software also enables cross-channel management of marketing and loyalty activities, and provides a solid foundation for the future implementation of new solutions.

"Diebold Nixdorf's software enables us to launch and expand innovative customer services and drive seamless experiences across all channels," explains Paolo Ciceri, chief information officer at Rinascente.

"Our open retailing strategy helps key retailers develop a true platform for connected commerce," says Philippe Dauphin, Diebold Nixdorf vice president, retail, Europe, the Middle East and Africa. "It will enable Rinascente to build a seamless digital ecosystem and integrate existing applications and new customer touchpoints."

About Rinascente

Rinascente is a prestigious chain of department stores that offers a selection of the world's finest products in fashion, accessories, beauty care, home décor, design and food. Italy's 11 Rinascente stores are located in the country's leading cities, with one flagship store in the heart of Milan and another in Via del Tritone in Rome.

There is also a Rinascente store in Copenhagen that operates under the Illum name.

With its exclusive events, appearances by famous personalities and launches of new products, Rinascente is a must-visit destination on the world's shopping circuit. Its product lines are rich and varied. They shun ready-made formulas in order to serve a demanding clientele with continuously changing needs.

Each Rinascente store has its own pole of attraction that turns shopping into an enthralling, gratifying experience. In recognition of this philosophy, the Milan flagship store was named the "World's Best Department Store" by Intercontinental Group of Department Stores (IGDS), the leading association of department stores, in May 2016. Each Rinascente store remains true to its name while offering something unique and distinctive of its own. All of the company's stores share two common traits: Each is located in the historic downtown areas of Italy's leading cities, and each serves as a center of culture and social interaction, a role that turns the stores into something much more than mere sales outlets. In 2017, Rinascente celebrated the 100th anniversary of the name it was given by poet Gabriele D'Annunzio with a show at Palazzo Reale that told its story of passion, talent, and vision. Visit www.rinascente.it for more information.

About Diebold Nixdorf

Diebold Nixdorf, Incorporated (NYSE: DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape.

Diebold Nixdorf has a presence in more than 130 countries with approximately 24,000 employees worldwide. The organization maintains corporate offices in North Canton, Ohio, USA and Paderborn, Germany. Shares are traded on the New York and Frankfurt Stock Exchanges under the symbol 'DBD'. Visit www.DieboldNixdorf.com for more information.

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