



Technological innovation improves retail purchasing experience

PITTARELLO
shoespower®

COMPANY PROFILE

Passion, creativity and quality products are the hallmarks of Pittarello, a company selling footwear, clothing and accessories with a history dating back thirty years. Pittarello initially started as a family business and has now grown into one of the major players on the market, with more than 1,100 employees and three logistical hubs. It operates a distribution network of 65 retail outlets in Italy and 2 in Austria, alongside its online sales business launched in 2017.

At Pittarello, innovation proceeds hand in hand with tradition and its key goal has always remained the same over the years: maintaining a focus on clients, listening to them and drawing inspiration from them when making all of its choices.



CHALLENGE

Pittarello presents its products to clients through multiple channels, offering a dynamic experience encompassing both brick-and-mortar stores as well as digital shops. Commenting on this aspect, the company's E-Commerce Manager Luca Pittarello says: "All of the technological innovation we roll out is based on a multi-channel strategy. For us, IT is a driver in being able to guarantee the best customer experience and the greatest level of involvement. We need to implement solutions that are flexible and capable of supporting processes, both today and in future".

This approach has guided the project concerning the PCs used for cash management activities at retail outlets. As Pittarello IT Manager Claudio Maddalozzo explains, "The technologies in place were obsolete and no longer capable of supporting the application systems in use. In addition, we had different types of hardware for different vendors and models, which gave rise to a variety of problems in terms of, for instance, management and assistance".

For this reason, Pittarello approached Ricoh Italy, an existing supplier of PCs to its headquarters, asking it to replace the 186 PCs present at the 65 retail outlets.

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We were looking for a flexible solution that could unlock new opportunities. Ricoh Italy was able to draw up a specific, personalised plan based on these requirements.

*Claudio Maddalozzo,
IT Manager
Pittarello*

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The innovation powered by Ricoh has enabled us to manage in-store payments more effectively, therefore improving our clients' purchasing experience.

Luca Pittarello, E-Commerce Manager



SOLUTION

"We were looking for a flexible solution that could unlock new opportunities. We assessed the technologies of various vendors, and Ricoh was able to draw up a specific, personalised plan based on these requirements", comments Claudio Maddalozzo. "These are all-in-one, touchscreen PCs. The devices are very small as all connectivity components are incorporated into a docking station located under the till, thus eliminating cabling that can get in the way of staff when working at the till".

The main benefits of the technologies proposed by Ricoh include:

- Capacity to support the high-performance, web-based application used at retail outlets
- Information and process security
- Simplicity of use

Luca Pittarello concludes by commenting that "the innovation has enabled us to manage in-store payments more effectively, therefore improving our clients' purchasing experience".

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2023, Ricoh Group had worldwide sales of 2,134 billion yen (approx. 16.0 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.