



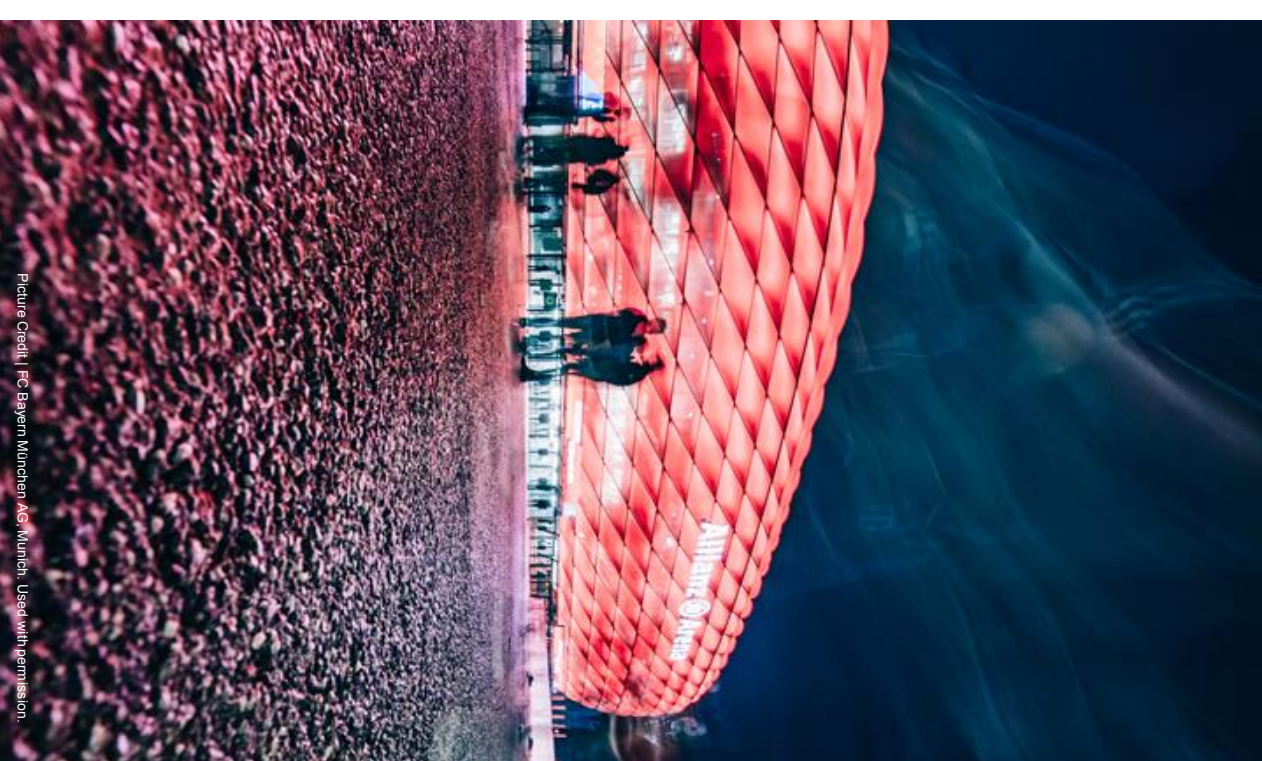
PUBLIC

# How Does a Top Soccer Team Put a Game Face on Catering Services?

**Selling 12,000 kg of snacks and 40,000 liters of beverages to fans during halftime at Allianz Arena**

The home base of FC Bayern München AG is the Allianz Arena in Munich, where an average of 75,000 soccer fans attend each Bundesliga match. Keeping that crowd supplied with food and team-logo clothing requires fail-safe efficiency at the catering kiosks, which handle roughly 16,000 transactions during halftime. The 1,300 employees behind the counters struggled to make every second count for patrons who wanted to catch every key play. FC Bayern implemented a digital point-of-sales solution that would be easy to use and serve as a front end to robust stock management.

THE BEST RUN 



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## Replacing 250 cash registers with order-to-pay touchscreens puts the **focus on customer service** rather than process.

### The **SAP® Customer Checkout** application helps FC Bayern:

- Advance its digital transformation with an intelligent point-of-sales solution that eliminates manual steps
- Integrate the new functions smoothly with back-end systems to protect investments and increase efficiency
- Implement cashless payment by establishing direct connections between order screens and payment terminals
- Future-proof the solution by boosting flexibility through optional plug-ins
- Customize the sales user interface to meet the club's high brand standards
- Determine the proper pregame distribution of goods among kiosks to avoid overstocking or understocking
- Monitor sales in real time and react quickly to restock against projected halftime demand
- Improve hospitality service so that fans can quickly return to their seats and enjoy the game to the fullest

“With access to **real-time stock monitoring** and **user-friendly touch screens** for order entry, we can deliver optimal service at each kiosk. And because SAP Customer Checkout is hardware agnostic, we have unlimited options for further innovation at Allianz Arena.”

Michael Fichtner, CIO, FC Bayern München AG



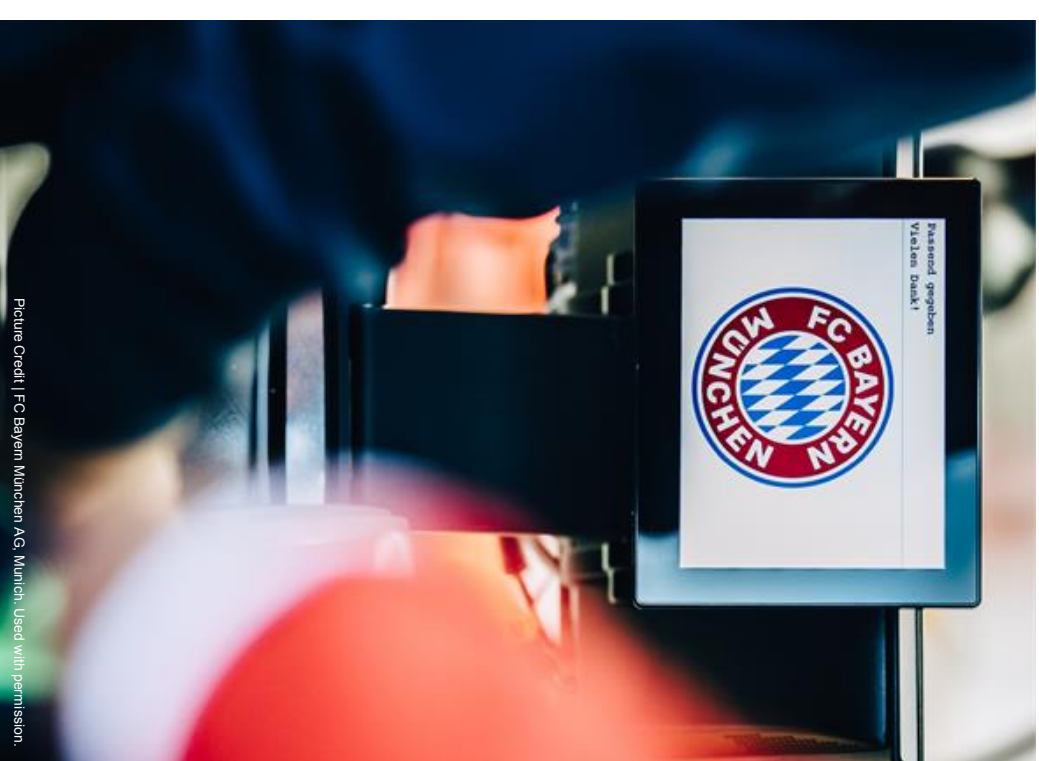
**FC Bayern  
München AG**  
Munich, Germany

**Industry**  
Sports and  
entertainment

**Employees**  
1,300

**Revenue**  
€640 million

**Featured Solutions and Services**  
SAP Customer Checkout application



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**THE BEST RUN**



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