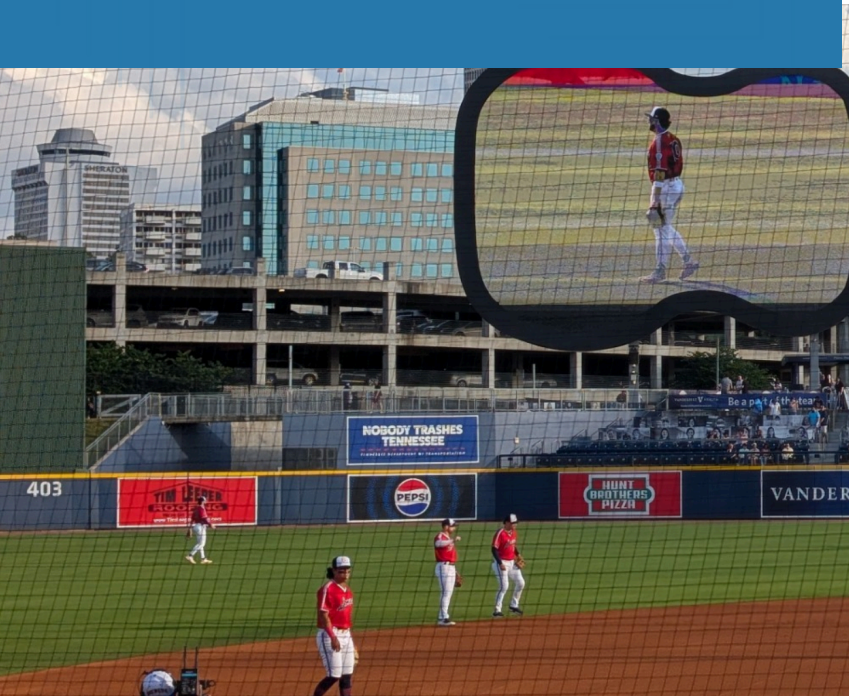
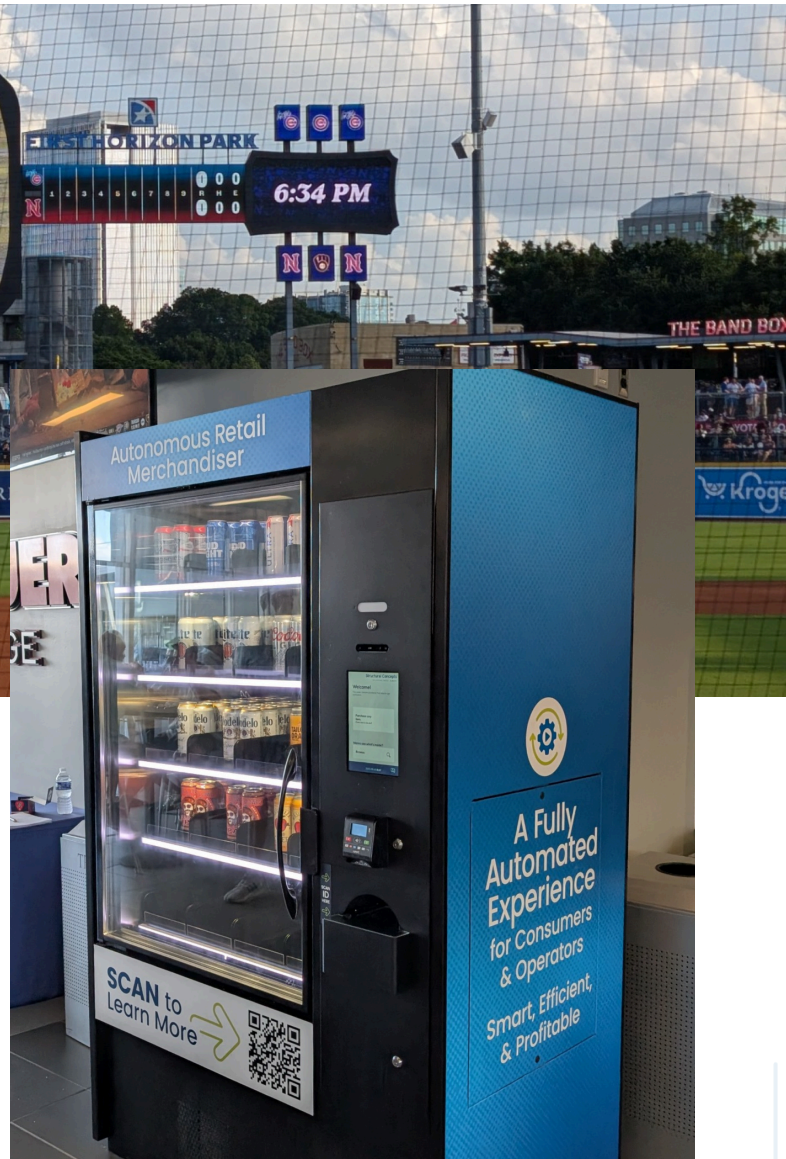


The Best A.R.M. in Baseball



First Horizon Park, in **Nashville, Tennessee**, home of the Triple-A Nashville Sounds of the International League, was looking for a solution to serve its fans a multitude of products in an efficient manner.



The park's food service operators decided to give **Structural Concepts' Autonomous Retail Merchandiser (ARM)** a tryout in the form of a test. The cashier-less ARM was placed within a private lounge, accessible only to guests with credentials. This created an ideal solution for future location opportunities including suites and other premium areas whereas the service attendees that are typically stationed in those areas can now be utilized in another area of the facility.

After making its debut, the **ARM** delivered on all expectations at a high level.



INVENTORY CONTROL AND PROMOTIONAL FLEXIBILITY

Easy to stock and track the sales of fresh food and chilled beverages periodically. Allowed for the planning of special events, making it convenient to price and swap out merchandise accordingly on an as needed basis.



ADVANCED ID VERIFICATION

Provided the ability to sell alcoholic beverages by utilizing an ID scanner to read and authenticate government-issued IDs. Helped prevent underage access, sped up transactions, and reduced labor costs by not having to check IDs.



ENHANCED CUSTOMER EXPERIENCE

Fans enjoyed using the ARM – especially if that meant not having to wait in long lines to purchase their food and drinks.



Autonomous stores speed up concessions and enable fans to get the items they need and get back to their seats in record time.

30%

of fans believe being able to stay in their seat is the most important way to improve the food and beverage experience at an event closely followed by faster transaction times.

59%

of fans would spend more on food & beverages if wait times were shorter.

Source: AiFi, How Autonomous Store Solutions are Transforming Industries for the Better



LEARN MORE

structuralconcepts.com
product.info@structuralconcepts.com

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