



CASE STUDY | RETAIL

Retail POS transformation with Toshiba ELERA across 13-country footprint

Agile Portfolio Evolution



The Client

A multinational membership-based warehouse club with operations across the U.S., LATAM, and the Caribbean.

The Situation

Because regional rollouts need fewer vendors and faster answers.

To modernize in-store operations and lay the foundation for unified commerce, the retailer chose Toshiba's next-gen ELERA POS. But rollout efforts stalled. One vendor went bankrupt. Another couldn't handle integrations or local compliance across markets. Internal teams made limited progress. The client needed a partner who could ramp up fast, simplify delivery, and scale across geographies—without adding more cooks to the kitchen.

The Solution

Service overview

Agile, pod-based implementation of Toshiba's ELERA POS across LATAM and the Caribbean—including system integration, localization, and deployment support tailored to each country's regulatory and operational landscape.

Approach

Leveraging our Toshiba partnership's self-enablement platform and a one-week bootcamp, we stood up an ELERA lab and Agile pods for integration and localization. With FRIDA GenAI copilots and intelligent test automation, we outpaced internal and vendor timelines.

Key actions

1. Completed ELERA bootcamp and launched in-house ELERA lab for ongoing development and testing.
2. Built APIs and integrations for payments and country-specific compliance.
3. Developed localized POS configurations to meet each market's needs.
4. Applied Softtek's GenAI copilots across the SDLC to speed delivery with less overhead.

Driving Results

- On-time pilot launch in the Caribbean, with multiple countries ready ahead of schedule.
- Cut ELERA integration lead time
- Fast internal system integration versus previous providers.
- Secured a partner to support 13-country, 1,100+ terminal rollout.
- Brought structure and speed to complex, multi-vendor POS program—turning chaos into repeatable execution.

Bottom line

We make enterprise point-of-sale rollouts **Simple, Smart, Reliable**—so retailers can skip the complexity and start scaling unified commerce.