



CASE STUDY

Client: Selfridges & Co.

SELFRIDGES & CO

Capital Release is the right deal for Selfridges

Selfridges is a world famous retail name, offering its customers an extensive range of quality branded fashion and home merchandise within a distinguished and spacious setting.

The Solution

Selfridges uses Blick Aquarius Datacall paging solutions in its London and Manchester stores, ensuring key members of staff can be contacted wherever they are on the shop floor.

The Benefits of the Capital Release Programme and Stanley Financial Solutions

Being at the leading edge of fashion and design, the layout of

the individual floors in Selfridges' stores is continually changing.

In the London store this has caused problems regarding the coverage of the paging systems and lead to a requirement for the installation of additional transmitters.

Selfridges did not want to use capital resources to fund the extra transmitters via an outright purchase, so Stanley advised the retailer to convert its maintenance agreement to a full Stanley Financial Solutions agreement.

The innovative Capital Release programme, in which Stanley actually re-purchased the retailer's existing paging equipment, allowed Selfridges to acquire new equipment on a five-year finance option.

This suited Selfridges' budgeting requirements and allowed them to immediately acquire three additional transmitters, 50 extra mobiles and a keyboard.

It also gives Selfridges much greater flexibility in the future, as the Blick Finance agreement allows for equipment upgrades.

"We did not want to use capital resources to fund our new equipment – a Stanley Capital Release Programme suited our budgeting requirements and gives us greater flexibility in the future."