



**GIVES POWER TO
CUSTOMERS**

CUSTOMER SUCCESS STORY

A FAMILY BUSINESS GROWS INTO A SPORTING GIANT

The Scheels experience is summarized in three words: Gear, Passion and Sports. Their goal is to be the best sports retailer in the hearts and minds of their customers. What began as a small hardware store in 1902 has evolved into a full-line sporting goods operation with 26 stores in 12 states and a team over 5,000. Now in its fourth generation of family leadership, the privately-held business operates stores as large as 295,000 sq. feet and with over 90+ specialty shops that include unique customer experiences like Ferris wheels, deli restaurants, sports, shooting and golf simulators.


HIGHLIGHTS

THE CHALLENGE

Like other U.S. retailers, Scheels faced a challenge to maintain safe, convenient and cost-effective payment solutions as new security threats evolve, new payment forms become available and EMV migration moves throughout the marketplace. As a unique mid-size sports retailer, they must provide a world-class experience with fewer internal staff and resources to develop customized solutions. With a solid omni-channel presence already established (Scheels sells many products online, offers a 'My Scheels' mobile app, runs email campaigns regularly, and manages Brag Boards and active social media channels), it needed a partner capable of delivering robust, adaptable, out-of-the-box solutions without requiring a lot of modifications going forward.

THE SOLUTION


When it came time to evolve their POS system, Scheels chose ACI because they needed to handle large volumes efficiently. Their POS experience included credit and Scheels-branded electronic gift cards. It was critical for them to continue to meet customer expectations while also providing the enhanced functionality and security necessary for a scalable payments infrastructure.

ACI Retail Commerce Server™'s hosted, on-demand payments solution has enabled Scheels to deliver a world-class payments experience today that deploys industry best practices for seamless and efficient screen interaction. As part of their software evolution, the sports retailer will be adopting eSocket.POS from ACI, which will address their EMV, tokenization and point-to-point encryption requirements. Both Retail Commerce Server and eSocket.POS are part of ACI's  Retail Payments™ solution.

THE RESULTS

Scheels is able to meet today's customer needs and face a complex and ever-changing payments future with confidence. ACI's proven expertise running multiple secure data centers and hosting various critical apps assures Scheels that they'll have the support and solutions they need now and into the future.

"The ACI solution from an architecture and technology standpoint is good for retailers. More importantly, the responsive way ACI partners with us from consultation to implementation to ongoing evolution as we use their solution, gives us confidence that we will be able to meet the demands of tomorrow." – Marc Windahl, VP, Scheels

When it came time to evolve their payments ecosystem, they were looking for a software partner that had a proven history of delivering industry-leading payment solutions. Their adoption of  Retail Payments solution with EMV, tokenization and point-to-point encryption enabled Scheels to deliver a world-class customer experience for payments today and into the future to serve their customers.

TURN COMPLEX INTO STRATEGIC

With up to 40 registers per store, moving customers through the checkout process as quickly, conveniently and safely as possible is of critical importance to Scheels. Like other U.S. retailers, Scheels faces a challenge to maintain safe, efficient and cost-effective payment solutions as new security threats evolve, new payment forms become available and the EMV migration moves throughout the U.S. marketplace.

Unlike some of its larger competitors, Scheels must also provide a world-class experience with fewer internal resources to develop customized solutions. They needed to deliver a robust, adaptable out-of-the-box solution, without requiring a lot of modifications.

"We needed a solution that could help us strategically address those needs and enable us to respond effectively and swiftly to emergent payment trends like mobile wallets and Apple Pay," remarks Marc Windahl, VP for Scheels. "ACI's experience handling traditional, complicated and emerging payment trends was important to us; their history dealing with large-volume merchants in need of routing options and optimizing payments performance at a granular level were key factors in us choosing them as our payments partner."

PASSION FOR A POSITIVE POS EXPERIENCE

With their customers being their focus, Scheels continues to provide and evolve their POS payments solution to enhance their omni-channel offerings (charitable giving to community organizations, 'My Scheels' mobile app, email marketing campaigns, Brag Boards, online shopping, active social media channels, and Scheels credit and gift cards).

They needed a solution that could handle large volumes coming from large stores with a high register count and be implemented and maintained with a small IT staff.

MEET TODAY'S NEEDS AND TOMORROW'S DEMANDS

"We win when we compete on other fronts like marketing, price and quality, but rely on ACI to determine the best way for those screens to look and then deliver what the customer is used to at the other places they shop," says Windahl. "Merchants will differentiate in a lot of places, but there's never been a customer who has stood in a parking lot and said 'I love that payment screen; I will never shop anywhere else.'"

As part of its efforts to continuously evolve their customer experience, Scheels and ACI are in active development for its next-generation credit solution. In the first phase, Scheels moved to Retail Commerce Server in the company's hosted, on-demand environment. In the second phase, they will add eSocket.POS to address EMV, tokenization and point-to-point encryption. The holistic solution provides the enhanced performance and security that meets the needs of Scheels customers.


"ACI has a culture of listening to customers and a breadth and depth of experience that we can count on for the long run," says Windahl. "They have strengths and capabilities to run multiple secure data centers where we can host critical apps in the confidence that they won't be acquired tomorrow or disappear. Their size, agility and willingness to listen made them the right partner for us."

SCHEELS®





REVOLUTIONIZES PAYMENTS

ACI Worldwide, the Universal Payments company, powers electronic payments and banking for more than 5,600 financial institutions, retailers, billers and processors around the world. ACI software processes \$13 trillion each day in payments and securities transactions for more than 300 of the leading global retailers, and 18 of the world's 20 largest banks. Universal Payments —  — is ACI's strategy to deliver the industry's broadest, most unified end-to-end enterprise payment solutions. Through our comprehensive suite of software products and hosted services, we deliver solutions for payments processing; card and merchant management; online banking; mobile, branch and voice banking; fraud detection; trade finance; and electronic bill presentment and payment. To learn more about ACI, please visit www.aciworldwide.com. You can also find us on Twitter @ACI_Worldwide.

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