

Ready for Canada's first blizzard?

Selecting snow tires at Canadian Tire now easier with new IBM kiosk

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If the Farmers' Almanac is to be believed, Old Man Winter will be making a big comeback in 2011. For many Canadians that means trying to determine which winter tires will best prepare them for the first snowy blast. Canadian Tire has just made this process easier and more accessible with new IBM self-serve kiosks.

With the plethora of options, most drivers need expert advice as they consider their snow tire purchase. This often leads to long lineups at the tire desk. To alleviate this problem and give customers access to more information, Canadian Tire has introduced self-service kiosks where the customer enters the year, make and model of their car. The kiosk then provides a list of appropriate tires for the selected vehicle, and supplies the benefits of each. This list can be printed using the built-in printer. Once a selection is made, the customer proceeds to the tire counter to make the purchase.

Tire selector available across the country

With winter looming, Canadian Tire decided to quickly deploy 480 tire selector kiosks in stores across the country. To build the tire selector solution, IBM combined the AnyPlace Kiosk (APK) with a Zebra thermal receipt printer. The kiosk assembly was completed at IBM's 14th Avenue location in Markham. IBM is responsible for the staging and ongoing hardware maintenance.



IBM was selected for this solution due to the responsiveness of the IBM team and its proven technology in self-service kiosks," says John Dawkins, Retail Sector lead, GBS, IBM Canada.

Canadian Tire had very aggressive timelines for rollout of the tire selector. IBM's commitment to meet these targets and its proven technology in self-service kiosks positioned the IBM kiosk as the best solution for Canadian Tire.

Strong kiosk references at Air Canada, Indigo Books and the Ontario Ministry of Transportation helped seal the deal.

Canadian Tire and IBM: long-term technology partners

"Canadian Tire and IBM have a long-standing business relationship which spans hardware, software and services," states Nancy Dore, client executive for Canadian Tire Corporation, IBM Canada. "IBM has assisted Canadian Tire in a number of key projects in addition to providing ongoing maintenance support."

IBM hosts Canadian Tire's Website, business intelligence infrastructure, retail store printing services, and HR environment, as well as application management services for the company's PeopleSoft HR and financial applications.

Success leads to future kiosk opportunities

The tire selector is one of the only self-service solutions to be deployed by Canadian Tire to all stores. The success of the tire selector solution is critical to Canadian Tire as it will pave the way for future self-service options.

IBM won the opportunity due to its responsiveness and ability to meet Canadian Tire's requirements with a robust, complete solution that met the retailer's aggressive timeline.

About Canadian Tire

Canadian Tire is one of Canada's most-shopped general merchandise retailers with 479 stores across the country serving over 180 million customers a year. Canadian Tire Retail is the Canadian market leader in each of its three main product divisions: Automotive, Home and Leisure. CTR stores are operated by Dealers who are independent business owners.