



Cognizant
Softvision

LEADING PAWN COMPANY INCREASES ENGAGEMENT AND EFFICIENCY

A pandemic pivot for a new retail point-of-sale platform

Cognizant Softvision's "Virtual
Pods" nimbly adapt to mid-project
redirection and deliver a solution for
COVID-19 and beyond.

One of the largest pawn
companies in the world
partnered with Cognizant
Softvision to rearchitect a legacy
point-of-sale system and craft
a tablet-based POS application
that together will change the in-
store customer experience and
drive new sales.

Cognizant

August 2020



AT A GLANCE

- Founded in 1989
- Sells merchandise, such as collateral forfeited from pawn lending operations and used merchandise purchased from customers
- Satisfies consumers' short-term cash needs by providing:
 - Non-recourse loans secured by personal property
 - Payday and installment loan products through financial services stores
- Operates numerous pawn shop brands through three segments: U.S. Pawn, Latin America Pawn and Other International

CHALLENGE

Facing steadily increasing marketplace competition, one of the world's largest pawn companies sought to create a tablet-based point-of-sale (POS) application to enhance customers' in-store experiences and increase their engagement with retail associates in its 800 locations worldwide.

Unlike a traditional retailer, the company offers a mix of retail and financial services. As a result, its software solution needed to not only facilitate traditional retail tasks—such as building a virtual shopping cart and enabling purchases—but also qualify customers for loans based on the value of their collateral.

In addition, because the company does business in multiple territories worldwide, its legacy POS system needed to be rearchitected into a scalable, microservices-focused solution with the flexibility to meet geo-specific requirements and operational rules.

SOLUTION

Teaming with the client's executive leadership, Cognizant Softvision's product, design and technical leaders initiated a cognitive laboratory to

observe, document and understand the operational realities of the client's in-store environment and potential impacts of the proposed solution—as well as to ensure that the resulting product design would produce the desired business outcomes.

Working to validate hypotheses and improve product design with direct feedback from future users, the Cognizant Softvision team crafted several product strategies and a clear project roadmap for a pilot program of 25 stores.

To ensure that the new, unified platform would transition seamlessly from the company's legacy system, the Cognizant Softvision and client teams were held to mutual governing key performance indicators measuring velocity, quality, product impact and autonomy.


Using agile best practices, Cognizant Softvision created two high-performing remote teams, called "Virtual Pods"—located across the U.S., Argentina and Mexico—employing a virtual workflow to build the client's go-to-market solution.

The first Virtual Pod focused on modernizing the client's legacy back-end system. The second built the core solution: a tablet-based POS system designed to get retail associates out from behind counters and onto sales floors in its stores. This total solution would drive a top-notch customer experience in the form of more personalized customer interactions and incremental sales.

PANDEMIC PIVOT

After making a few product refinements derived from its successful 25-store pilot, the company planned a 2020 rollout to stores across Texas, Nevada and Florida—and then to its 800 stores globally.

Then an unforeseen roadblock emerged: the COVID-19 pandemic. As social distancing disrupted the company's in-store business model, Cognizant



Softvision's remotely distributed Virtual Pods were already well-positioned to pivot nimbly and provide new features to help the client adapt to the unexpected new remote customer environment.

RESULTS

The company successfully rearchitected its legacy system and crafted a tablet-based POS application designed to enhance customer engagement in both COVID-created socially distanced environments and post-COVID in-store ones. This total solution creates fresh value for the company in the form of personalized customer interactions that lead to new sales and financial transactions.

The mobile POS application enables the digital transformation of the client's retail operation using a tailored technology stack that includes Java 11, GIT, Spring, Spring Boot, React Native, Azure DevOps, Selenium, Azure API Management, Azure Service Bus, Azure Application Gateway and Docker.

Going forward, the company plans to add new functionalities that drive values that are core to its business, and Cognizant Softvision is looking to continue the momentum.

"We had a very tight schedule, a lot of scope and many technical unknowns," says the company's vice president of Project Management. "I know how difficult it is for a team to commit to a delivery where those three constraints exist. Cognizant Softvision's team has done an exemplary job of working through the issues and not losing sight of the big picture: the ultimate delivery of the application in support of the business. I've been very pleased with the team's ability to deliver on what they committed to."

Cognizant Softvision

Cognizant Softvision is a leading product engineering company, creating impactful end-to-end digital products and solutions that connect brands with customers. Delivering sustainable innovation, agility and a connection that inspires engagement and business transformation, we've worked with some of the world's largest leading brands. Cognizant Softvision has over 3,000 product, design and engineering professionals across a network of global studios in nine countries and five continents. Learn how Cognizant Softvision designs experiences and engineers outcomes that result in memorable interactions at www.cognizantsoftvision.com or follow us [@WeAreSoftvision](https://twitter.com/WeAreSoftvision).

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).



World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent
Plaza 8@CBP # 07-04/05/06
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051