



CASE STUDY

BAVARIAN VILLAGE

Winter Wonderland London

unTill with connected interfaces as a
complete solution

About Franke Fahrzeugbau **INTRO**

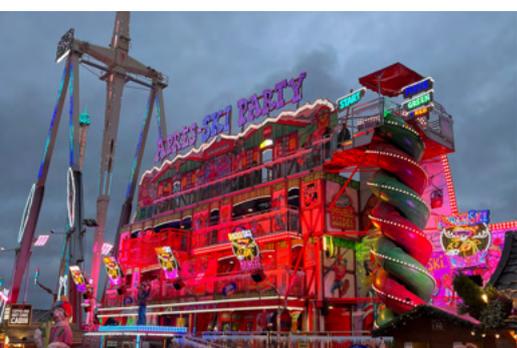
Established in the early 1980s by Herbert Franke, Franke Fahrzeugbau GmbH has become recognised as one of the leading specialists in the field of vehicle construction. Based in Schneverdingen, Lower Saxony, the company employs a team of 30 skilled professionals renowned for innovation and quality in the areas of manufacturing, conversion, repair and special transport of amusement rides and vehicle constructions. Whether it's the manufacture of themed rides, Ferris wheels, caravans, caravan containers, vending trolleys or sales huts - Franke Fahrzeugbau is the right choice when it comes to expert advice and undertaking of diverse and sometimes "heavyweight" projects.

The family-run company, now managed by Patrick Greier, is fully committed to state-of-the-art technologies and sustainable principles in order to meet the increasing demands on mobility and logistics. 100% of the production work is carried out at the company's home base - from design to final acceptance - all from a single source.



PROJECT Approach

Every year from mid-November, Winter Wonderland opens its doors in London's Hyde Park for around six weeks. During this time, the eastern section of the parkland is transformed into an extensive amusement park with rides for young and old, variety and show stages, ice rinks, a Ferris wheel and much more. For over 16 years, Franke Fahrzeugbau GmbH has been a key contributor to Winter Wonderland by establishing the popular "Bavarian Village" ([Bavarian Village - Hyde Park Winter Wonderland](#)). This festive attraction offers Bavarian specialities and live music, drawing in a large audience of both England and international visitors.



The POS system previously used at Bavarian Village was a specially developed solution which no longer met the customer's requirements. Reprogramming would have been too costly, therefore a new system was sought out.

During a visit to the Internorga 2023 trade fair, the team led by IT manager Volker Greier became aware of MS POS and our unTill POS system. The option of a cloud based POS system that can be expanded via seamless integrations and the excellent advice provided convinced the customer straight away. IT manager Greier attached great importance to optimising the ordering options and acceptance of the installed kiosk systems and, with the help of the improved design, highlighting them more into focus during the ordering process. Data from existing and integrated systems such as table reservations ([Home - BavarianVillage bavarian-village.com](https://www.bavarian-village.com)) and product vouchers should be streamed directly to the checkout system via an interface and purchased vouchers should be redeemable at the checkout or kiosk in real-time. The use of cash should also be reduced.



"We see great potential and broad acceptance of self-order terminals and will continue to use new technologies in our projects in the future in order to optimise ordering processes further and further."

Volker Greier, IT-Manager



IMPLEMENTATION Solution

Once the requirements protocol had been clearly defined, all the necessary measures documented and the project team put together, it was time to roll up our sleeves and craft a tight schedule. To ensure completion by Winter Wonderland's opening on November 17th, 2023, we began working backwards from the opening date and established a strict timeline starting in August.

We started at our Willich site with the extensive system installation - creating a database, importing master data, defining sales data, creating employees, storing printer routes and more. Existing interfaces to reservation, payment and self-order systems were already available in the portfolio and could be adapted, expanded in some areas or customised to the individual needs of the customer.

To achieve the desired reduction in cash handling, Dojo payment terminals were seamlessly integrated with the POS systems through the Payment Sense interface, enabling automatic cash transfer from the registers.

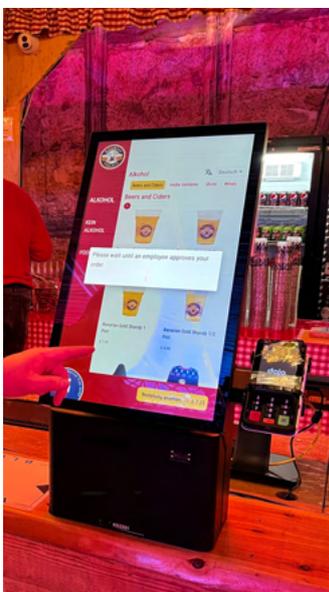
Once the initial work had been completed, our MS POS team and our partners met on site at the customer's premises in Schneverdingen to configure all the hardware together. After all, more than 80 cash registers, over 80 kiosk terminals and well over 140 printers had to be prepared. And, of course, regular MS Teams conferences were held with all the partner companies involved throughout the project to continuously coordinate the project development and discuss possible, unexpected turns of events directly and find solutions.

Since with a project this scale and the involvement of many different systems, it is expected that not all processes can be planned and predicted down to the smallest detail. However, with a slight delay, the schedule was kept tight and the major scenario test, including a general check of the connected systems and the necessary adjustments, was carried out on schedule.



After that, the preparations were completed and it was "rien ne va plus" (nothing works anymore). Everything was packed and loaded into containers for the journey. At the end of October, the lorries rolled towards the North Sea coast, then by ship across the English Channel and to London for the big set-up. Just under ten days were calculated to set up systems and hardware, configure tills and printers, update all tills, create new items, enter the latest prices, prepare the VIP area, and so on.

The time frame was tight, each update took 15 minutes per till and due to all the set-up work across the site, there were repeated network outages and sometimes no internet service. In addition, the more or less lousy London weather conditions made our fingers clammy and our bones chilled.



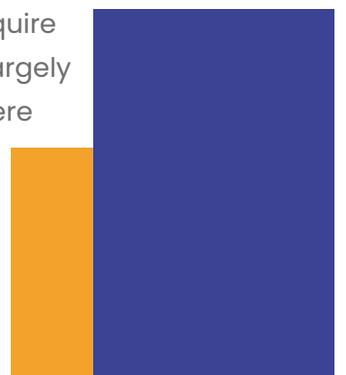


Despite the time pressure, almost everything was ready for the official opening on 17 November and the entire Winter Wonderland shone in a mixture of lights, fairground and Christmas magic. From then on, visitors flocked to the Bavarian Village and anyone with an appetite for Bavarian food, soft drinks or freshly tapped beer could simply select their desired menu at the cash registers or the numerous kiosk terminals, add it to their shopping basket and pay directly by card or smartphone. The printed receipt was then taken to the serving counters, where the order was handed over immediately, leaving the customers to enjoy the typical Bavarian atmosphere. Beer benches, red and white chequered tablecloths, lambskins and real fire baskets created a very cosy atmosphere in the midst of a rollercoaster, bumper cars and a Ferris wheel. The entire Bavarian village with its consistently well thought-out wooden construction really is a very special area in Winter Wonderland.



CONCLUSION Lessons learned

Projects with little time leeway and the interaction of different systems require a good mix of perfect time management and finely dosed flexibility. We largely succeeded in this - although during the timeframe of the project there were occasional requests for the clock to move a little slower. More time for testing would have been ideal, as would also fewer network failures on site. But that's all part of it and has to be planned for.



As far as the technical process goes, there is always room for improvement. We are already looking for new and better ways to further optimise some processes for the next season and making them even more customer-friendly. For example, the processes for booking VIP tables via Gastrodigital are to be adapted so that customers can select tables themselves for a flat rate. Tablets are to be used more in the large tents and in the VIP area, and the booking process at the cash desk needs also be simplified. There are plans for more kiosk terminals and even more assisted terminals (for alcohol orders due to the age limit).

OUTLOOK **Future**

Certain dates are simply fixed in the calendar and so we are very pleased to once again equip the 17th edition of the Bavarian Village in Winter Wonderland 2024/2025 with our unTill POS system and all its connected systems. A post-project debriefing, involving all partners, identified and documented both minor and major challenges in a to-do list for future references. We are highly motivated and well prepared for the next season!

We have gained a lot of positive experience from working with unTill and their partners. We always received timely support throughout the entire time, and problems and challenges were analysed and resolved in a sustainable and timely manner."

Guppy Patel, Consultant Bavaria Village



At a glance

- Project period 10 months - from the first contact at INTERNORGA to the end of the Winter Wonderland season
- POS system unTill with
 - integration of voucher function from piggy in unTill
 - integration of extended functions for the menu structure in Jamezz
 - integration of voucher function in Jamezz
 - integration of Gastrodigital for table reservations
- approx. 1,2 Mio visitors to Bavarian Village, approx. 3 Mio visitors in Winter Wonderland
- 80 registers
- 72 self order terminals
- 140 printers
- 10 assisted order terminals for ordering alcohol incl. age verification and approved by the service staff

AND how can we help you?

Contact us!

We are happy to advise you.



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 **MS POS**
Knowledge is the Solution