

5-star hospitality technology for 5-star stadiums

When 50,000 hungry and thirsty fans show up on opening day, the 5-star Donbass Arena will be ready – and the fans will not have to wait.

Food service will be fast and queuing times held to a minimum – leading to increased sales and high customer satisfaction. We are therefore pleased to announce the Donbass Arena has chosen MICROS-Fidelio to control costs, increase profits and improve customer service – in short, a highly efficient management system across the stadium.

Cutting-edge hospitality technology

The Donbass Arena will implement a fully integrated solution, including the industry-leading MICROS 9700 HMS enterprise solution as its backbone which allows over 1000 cash register terminals to be run in a single network.

MICROS Materials Control and the Netvupoint reporting tool are also part of the system; giving management real-time access to data on the business, enabling them to react to changes immediately – and to better understand what customers want. The system also features a stable interface to a cashless payment system – just one solution in a wide range of robust interfaces that deliver unbeatable compatibility with 3rd party systems.

A Taste for Technology

Stadium operators around the world depend on such solutions to improve customer service and get complete control over their operations. The solutions are powerful enough to deliver optimal support for the complex operations of a 50,000 seat venue; while remaining flexible enough to serve different types of restaurants, shops and service forms.

The Donbass Arena features 56 fast-food kiosks, 7 restaurants, a lounge-bar, a fan-café, FC Shakhtar Fan Shop, a fitness centre and a museum for season ticket holders. So there

are a lot of logistics involved before the fast-food experts of Royal Catering can serve the meals designed by world-famous chef Harry Russo. To do this job quickly and efficiently, there are 362 POS Workstations installed around the stadium as well as 43 handheld units for table service. Each of these helps the hundreds of cashiers, barmen, waiters, and cooks to work more efficiently; better serving guests – and maximizing profits.

Meeting today's supply and demand

Polkovnikov Anatolij, Donbass Arena F&B Director states; “We are hugely excited about the implementation of MICROS technology across the business. Having spent several months reviewing a number of solutions providers, we are confident that MICROS will enhance the operation of our business. We are delighted to be working with such an established organization and with a strong team of industry experts.”

Kaweh Niroomand, President of MICROS-Fidelio EAME, said: “We are thrilled that the Donbass Arena has chosen MICROS as their solutions provider, and that we could offer a solution which fulfills all of their complex requirements.” He added: “This comprehensive solution portfolio for arena and stadiums management coupled with global presence and local support has convinced numerous world-class sports clubs to team up with MICROS-Fidelio.”

For any enquiries or further information please contact MICROS-Fidelio on +44 (0) 1753 536 969; or send an email to mprosser@micros.com.

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