

A Family Business Grows Into a Sporting Giant



Scheels is a U.S. sports retailer with 26 stores in 12 states and more than 5,000 employees. The privately held business features more than 90 specialty shops with unique customer experiences such as Ferris wheels, deli restaurants, sports, shooting and golf simulators. With up to 40 registers per store, moving customers through the checkout process as quickly, conveniently and safely as possible is of critical importance.

Like other U.S. retailers, Scheels is challenged to maintain safe, efficient and cost-effective payment solutions as new security threats evolve, new payment forms become available and the U.S. migrates to EMV. With a primary goal of being the best sports retailer in the hearts and minds of its customers, Scheels also offers a complete omnichannel payments experience that includes 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.

Unlike some of its larger competitors, however, Scheels must provide this world-class experience with fewer internal resources. The company needed a strong, adaptable, out-of-the-box payments and POS solution that didn’t require a lot of internal expertise or modifications.

When it came time to evolve its payments ecosystem, Scheels had a long wish list. It wanted a robust, manageable solution that would not only make it easy to support emerging and complex payment schemes, but also enhance its omnichannel presence. It also wanted a software partner with a proven history of delivering industry-leading retail payment solutions.

THE CHALLENGE

- Sports retailer Scheels was struggling to provide a secure, cost-effective, world-class, omnichannel experience to its range of customers
- Supporting large sales volumes and emerging, complex payment schemes with limited staff and resources was increasingly difficult

THE SOLUTION

- Scheels implemented ACI’s cloud-based, on-demand ACI® Retail Commerce Server™ environment, part of the ACI Payments Orchestration Platform™, for a robust, adaptable, full-featured payments solution
- It added eSocket.POS to address EMV, tokenization and point-to-point encryption

THE RESULTS

- Scheels can now respond more quickly and effectively to emerging payment trends, without overburdening its staff
- Its full-featured POS solution provides customers across all channels with a seamless, secure experience



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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 Windah
Vice President
Scheels

Scheels decided to implement ACI Retail Commerce Server, part of the ACI Payments Orchestration Platform, within ACI’s cloud-based, on-demand environment and adopt ACI’s eSocket.POS to address EMV, tokenization and point-to-point encryption. The market-leading, holistic ACI solution provides the enhanced performance and security Scheels needs to provide its customers with simple, seamless experiences they demand both today and tomorrow.

Now, 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 it will have the support and solutions it needs now and in the future.

ACI Worldwide is a global leader in mission-critical, real-time payments software. Our proven, secure and scalable software solutions enable leading corporations, fintechs and financial disruptors to process and manage digital payments, power omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine our global footprint with a local presence to drive the real-time digital transformation of payments and commerce.

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