



INSIGHTS | CASE STUDY

Pharmacy Retailer Builds Custom Point-of-Sale Solution with WEI

One partner from start to finish. Zero late shipments. Zero missed installations.

● SUMMARY

A leading national pharmacy retailer set out to transform the customer experience at checkout and pharmacy counters. While they had developed their own point-of-sale software, they desired a commodity-based, modernized, and inviting hardware solution to not only bring their software to life, but to create an end-to-end platform that enabled an engaging and fluid customer journey. Instead of settling for an off-the-shelf option, **they partnered with WEI to design a custom solution from the ground up.**

WEI's role extended far beyond hardware delivery. It included design, custom engineering, pre-assembly, imaging, quality control, inventory management, and a full-scale national rollout. Ultimately, WEI replaced and upgraded point-of-sale devices across more than 7,170 stores, **all without closing a single location.**

This national rollout also delivered a platform that **meets privacy regulations, supports faster customer service, and provides a repeatable deployment model** for future initiatives.

● CHALLENGE

The project presented a wide range of challenges that most IT partners would struggle to take on:

- Mixed, outdated, and undocumented hardware in thousands of locations
- Varying state laws requiring biometric compliance and data privacy restrictions
- Live rollout with zero store closures
- Replacement or upgrade of registers with minimal disruption
- Compressed timeline requiring pre-assembled, ready-to-install/plug-n-play equipment to make on-site installation as efficient as possible
- Creative packaging solutions to enable faster installation



Scope & Scale

7,170 stores
supported across the United States



13 custom kit types
built from 1.3 million components



Up to 240 installs
per week



Average of 50 shipments
per day



2-3 pre-assembled boxes
per store, fully assembled, and labeled



265,219 fully assembled kits
shipped in total



● SOLUTION

Custom Hardware Innovation:

- WEI worked with a manufacturer to **design a unique touchscreen** with a privacy filter embedded beneath Gorilla Glass, eliminating the wear and tear of standard retail films and ensuring long term compliance with privacy regulations. This solution is implemented across all pharmacy counters to enable secure patient interactions.
- **WEI developed custom point-of-sale stands**, which included product and loyalty card scanners and custom brackets to support specific payment terminal positioning. This enabled a seamless customer experience while engaging with a touchscreen and payment process. These stands were developed to support multiple use cases, i.e. point-of-sale, pharmacy pickup, etc.
- **WEI developed custom cabling** to permit newer technology to interact with older technology such as power protection solutions.
- **WEI accounted for physical device security** with custom port blocking features on all devices.

Purpose-Built Kits for Every Store Type: From 1.3 million parts and over 50 hardware components, **WEI created 13 standardized kits**. Each store received a unique combination of kits based on its existing hardware. Kits were built to support both new installs and legacy register upgrades, including custom cables and pre-imaged SSDs loaded with the customer's software.

Live Install Strategy: All deployments took place while stores remained open. No closures. No downtime. Kits were fully pre-assembled on the WEI campus and shipped in labeled boxes with everything store technicians needed. WEI even received and staged third-party hardware it didn't sell, just to simplify the process.

Data-Driven Adaptability: With store inventory data sometimes incomplete, WEI built a flexible fulfillment process. Kits were shipped with extra components during early phases, then adjusted based on real-world findings. "Ghost" registers and surprise needs were met with go-back kits and emergency overnight shipments, all coordinated through a runbook and support plan.

Logistics and Quality Control: Every item in every kit was scanned and verified through digital and physical QC checkpoints. Shipments were delivered 5 days in advance of store installations to reduce risk of any shipping delays. Up to 240 stores were upgraded each week, with an average shipping volume of 50 store kits per day.

● OUTCOMES

Phase 1 featured 365 pilot stores fully deployed. Phase 2 soon followed, covering over 6,800 additional locations.

Notable wins:

- Hundreds of live installs with no business disruption
- Embedded privacy tech installed in all pharmacy counters
- Custom technology developed to leverage the investment in existing equipment, saving millions of dollars
- Device security solutions developed for every use case
- Achieved biometric compliance ahead of state mandated deadlines
- Faster prescription pickups and improved pharmacy workflow
- Expanded use of custom kits in new store types beyond original scope
- Hardware kitting and staging process used as model for future deployments

Talk to WEI today

WEI delivered a purpose-built solution across thousands of locations, on time and under real-world conditions. If your organization needs a partner that can design, build, and execute at enterprise scale, WEI is ready to lead.