

# How Acrisure Arena Doubled Earning Potential by Replacing Self-Checkout with Autonomous Checkout

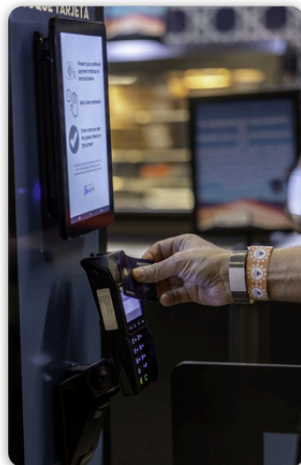
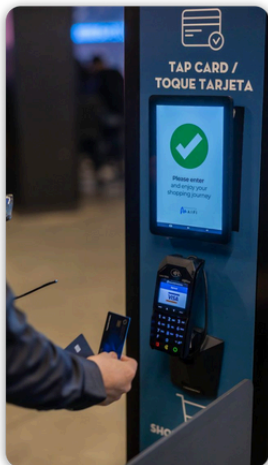
Opened in December 2022, Acrisure Arena is located in the heart of Greater Palm Springs, CA, and is a multi-purpose live entertainment venue built for AHL hockey, live music, and events. Owned & operated by Oak View Group, Acrisure Arena hosts over 120 events annually and serves as the home for Seattle's Kraken Hockey Team and the Coachella Valley Firebirds.

## The Challenge:

Acrisure Arena was built with a focus on technology and sustainability and had already implemented self-checkout concession stores within the arena. One store, for example, had five self-checkout stations. However, they observed that people were still waiting in line to pay and often walked away frustrated, leaving the snacks and drinks they wanted behind or just taking them, resulting in shrink. Acrisure Arena was letting fans down and leaving valuable profits on the table - they had to remove that point of friction, the line.

## The Solution:

Acrisure Arena turned to AiFi to help them transform this self-checkout store into a fully autonomous store. AiFi partnered with Ikoniq, the custom construction company that built the original self-checkout portable store. Given that over half of the structure remained untouched, the transition was seamless. Within 48 hours, the five self-checkout POS systems were replaced with two of AiFi's camera-vision-powered autonomous checkout POS systems, and the store was ready for fans.





## The Results:

The AiFi x IkonIQ portable store was an easy decision for Acisure Arena. It was low-cost to deploy, had zero destructive construction work, and maximized its throughput and earning potential. In fact, since opening on May 1, 2024, the AiFi x IkonIQ portable store has served customers in an average of 30 seconds and seen an average basket price of \$31. In fact, the store is on track to have a revenue potential of over double that of its self-checkout predecessor:

### Revenue Potential

Potential of at least **\$11.6k** revenue per store with **only two POS**

Compared to **~\$5.4k** for self checkout with **~5 POS**



Average trip time of **30 seconds**



**Low cost** to deploy



**~\$31 average** basket price



**No destructive construction** work needed to install