



## Case Study

The Honda Center is one of the premier entertainment and sports venues in the United States, and is home to the Anaheim Ducks of the National Hockey League. The arena opened in 1993 and has since hosted a variety of events, becoming a regular stop for top touring performers and events, including concerts by Elton John, Madonna, U2, and Paul McCartney.

## Challenges

Opened in 1993, the Honda Center is one of the premier entertainment and sports venues in the United States. Owned by the City of Anaheim, Honda Center is home to the Anaheim Ducks of the National Hockey League.

With labor in extremely limited supply, the Honda Center knew that its concessions experience would suffer without something changing. They turned to Mashgin to dramatically speed up lines and keep more concessions stands open. After testing out the machines, they were quickly sold on the benefits.

"We were really impressed with how well the Mashgins worked," said Angela Leu, Vice President, F&B Finance & Business Insights of Honda Center. "The check-out process was quick and simple, and the Mashgin staff proved to be very responsive."

Two Mashgins were deployed at an underperforming grab-and-go location



*The unexpected surprise was that sales for October 2021 at that location exceeded sales for the entire 2019 season! We immediately ordered seven more Mashgins, and are in process of reconfiguring additional locations in the building to deploy the additional Mashgins.*

**Angela Leu**

VP, F&B Finance & Business Insights,  
Honda Center

## Results

**400%**

### 400% More Revenue

The formerly underperforming location generated as much revenue in one month as it had in all of 2019.

**50%**

### 50% Reduction in Labor Costs

Mashgin self-checkout kiosks require fewer attendants than traditional POS.

**4x**

### 4x Faster Transaction Times

With median transaction times of 16.5 seconds, Honda Center fans could grab and go 4 times faster than industry average.

# ABOUT MASHGIN

Mashgin is the world's fastest self-checkout system. Using computer vision, Mashgin identifies items and instantly rings them up all at once. Customers simply place down their items and pay. Transactions on Mashgin are up to 400% faster than a cashier and 800% faster than traditional self-checkout solutions, resulting in shorter lines, more sales, and happier customers.

**100M**

Transactions

**2K+**

Locations

**4x**

Faster



and reduced the number of staff by 50%. The Honda Center hosts around 130 events per year. After the first month, they hit the anticipated labor savings. The machines pay for themselves after six months at current labor rates and event load.

"Not only have we been able to reduce our labor costs significantly, but our customers have also been happy with their experience using the machines," added Angela. "The unexpected surprise was that sales for October 2021 at that location exceeded sales for the entire 2019 season! As a result, we immediately ordered seven more Mashgins and are in the process of reconfiguring additional locations in the building to deploy the additional Mashgins."

The Mashgin team also provides on-site support to ensure that the machines are always running smoothly. "They have been very responsive to our needs and have

helped us troubleshoot any issues we've had. Overall, we're extremely happy with our decision to partner with Mashgin. Their machines have allowed us to improve our operations and provide a better experience for our guests," said Leu.

Jackie Slope, Honda Center's VP of Technology, said, "I am really impressed with the speed, accuracy, and ease of setup for Mashgin's technology. The team has been great to work with in both installation and integrating into our tech stack - keeping Honda Center at the forefront of using great technology to improve fan experiences."



**HONDA Center**

**Company Name:**

Honda Center

**Industry:**

Sports & Entertainment Venue

**Location:**

Anaheim, California



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