



**Hudson**

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# Hudson Quickly Deploys Unified Platform to Simplify, Optimize and Personalize Sales

Hudson is committed to enhancing the travel experience for travelers in the continental United States and Canada. As part of its digital transformation, the retailer turned to Intel partner Flooid for a unified platform that would provide a single view of all activity and support future e-commerce initiatives. Hudson chose the Flooid platform to have a strong point-of-sale solution and a single technology platform that enables the company to sell through multiple digital and physical channels. The platform also allows them to agilely create and implement new business models that drive sales and meet changing retail trends and customer shopping habits. The unified technology allows Hudson to use the same processes in terms of pricing, assortment, promotions and taxes.

“We were able to implement vending machines across 27 airports in North America in the middle of the pandemic within three weeks. The fact that we have a unified technology allows us to use the same processes in terms of pricing, assortment, promotions, taxes, etc. We only have to deploy once and then we can execute through multiple channels.”

**Jordi Martin-Consuegra,**  
EVP, chief administrative officer and deputy CEO,  
Hudson

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