

CASE STUDY | ASDA



Building upon an existing relationship

Asda, the UK based supermarket subsidiary of American corporation Walmart, is one of Cashmaster's longest standing customers. In 2019, following confirmation of Asda's decision to trial the new Cashmaster One range, we established an internal project team to work in partnership with Asda's IT specialists. Previously, Asda had been a long-term user of the previous generation of Cashmaster's cash counters, namely the Omega 230. For many years, this had provided Asda with a reliable cash counting solution which also allowed count data to be electronically transferred to their POS via a serial port interface.

Customer Needs

Having introduced a new 'thin client' cash office computer system, Asda needed a compatible and reliable cash-counting solution that would not rely upon serial port communication. As part of a wider systems upgrade project, Asda also wanted to ensure any new cash counting technology was up-to-date, robust, future proofed and easily upgradeable. Following industry wide analysis, the Asda IT team decided to trial the Cashmaster One Max™.

Working Together

Cashmaster quickly established a technical project team and worked closely with Asda's IT specialists - including members from the US based Walmart parent group.



Key Facts: One of the UK's leading supermarket chains, offering groceries, homeware, electronics and clothing.

Stores: Asda operates 671 stores across the UK.

Training: Cashmaster provided training and technical support resources that helped Asda staff seamlessly migrate to the new device.

Purchased: Asda purchased Cashmaster One Max™ devices.

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We identified the communication methods that were compatible with our devices and the new thin client system that had been selected for installation throughout the Asda UK retail estate. Following the initial development and customization phase, we created an initial configuration which enabled more detailed testing and development to begin. The combined project team shared these testing and development tasks, supporting each other to ensure the devices communicated reliably and were aligned with Asda's business processes.

“I can confirm that the testing of the Cashmaster One range for pilot purposes has now ended in 100% success. There was one glitch during the test that threatened the trials process, but the development team were very quick to investigate and resolve the issue. I am very pleased.”

—A N Other –Technical Specialist, Asda

The Outcome

For Cashmaster, this was an exciting opportunity to work with an existing customer and successfully migrate them from the Omega 230 device to our newer touchscreen range. It also provided us with an opportunity to further develop our relationship with Asda's IT team. Following conclusion of the detailed testing process, Asda duly placed an order to fit out their estate with Cashmaster One Max™.

For Asda, the Cashmaster One Max™, with its wired Ethernet connection for data transfer, ensures a fast, secure and reliable solution for all cash count data. It also 'future-proofs' the cash handling process with its modern platform, configuration capabilities and upgradable software. Asda is now using a highly optimized, efficient, automated cash handling solution which can be flexed, adapted and enhanced over the lifetime of the product to keep in line with future process and technology changes.



Cashmaster One Max™

Counts notes, coins, rolls	✓
Counts non-cash items - coupons, vouchers, other	✓
Manual entry for non-cash items	✓
Display	5.0" Colour
Screen resolution	800x480
Input method	Touch
Multi-language UI	✓
Multi-count modes	✓
Accuracy	100%
ID Entry (Cashier, Till #)	Alphanumeric
Float capability	✓ (Advanced)
Multi-till memory - count storage	✓ (Up to 500)
Built-in reporting system	✓
Currency support	Up to 8
Software update support	USB
Integration/data output capability	including HID output
Connectivity	Ethernet
Built-in help function	✓