SUPER-PHARM MODERNIZES ITS SELF –SERVICE CHECKOUT STATIONS WITH COMMIT

ABOUT SUPER-PHARM

Super-Pharm is Israel's leading pharmacy chain, founded in 1978 by the Koffler family and inspired by the Canadian chain SHOPPERS DRUG MART. The company operates approximately 300 branches across Israel through independent franchisees, alongside Super-Pharm Online – Israel's leading e-commerce platform offering not only the chain's products but also hundreds of thousands of items from thousands of sellers.

Super-Pharm also owns: Erroca By Super-Pharm – a nationwide optics and sunglasses chain and Beauty Clinic – a network of aesthetic medical clinics.

The franchisee companies employ around 11,000 people across Israel in various roles, serving approximately 6 million customers monthly.

CHALLENGES

The company needed to modernize its infrastructure without compromising the intricate processes that had been built over time. The first priority was to transform the self-service checkout experience. Super-Pharm wanted a robust, future-proof platform capable of supporting rapid innovation, integrating multiple modules such as pharmacy and optometry, and maintaining operational reliability across hundreds of branches nationwide.

SOLUTION

Super-Pharm partnered with Commit to lead the modernization effort. The project began with a complete rebuild of the selfcheckout system using a modern architecture designed for scale, flexibility, and long-term maintainability.

The new solution was built on React for the client side and C# .NET for the backend, ensuring a modern and stable foundation for the next two decades. Beyond software development, Commit provides end-to-end services, including product management, DevOps, QA automation, and ongoing support.

Commit also collaborated with Twingo, its data and analytics division, to provide Big Data and real-time analytics capabilities, ensuring seamless integration across operational, transactional, and analytical systems.

RESULTS

The modernized checkout system improved customer experience and operational efficiency. With the new selfcheckout solution, Super-Pharm achieved significant improvement in checkout speed, directly contributing to shorter lines and faster customer service across its nationwide branches.

The upgraded system now serves as the foundation for future modules, including pharmacy and optometry systems, which will integrate with HMOs and other healthcare partners to streamline operations and enhance patient services.

> *"What stood out most was partnership. Commit worked as part of our team, delivering a modern system that improved checkout efficiency and set the foundation for our next generation of retail systems."*
>
> **Gil Zipory, Head of Development, SuperPharm**

REACH OUT TO OUR EXPERTS ••●➤