digiCOM and Paroli equipped Sport Stock in Kaltenbach

Ski depot at the Hochzillertal service centre offers maximum convenience

digiCOM IT-Solutions from Sonthofen (D) has been developing software solutions for ski rental and ski depots for over 20 years. The Allgäu firm secured another big coup in Zillertal for the 2015/16 season: in collaboration with ski locker manufacturer Paroli, it has realised a modern and user-friendly ski depot with over 1,700 storage spaces at Sport Stock in Kaltenbach. The whole system is housed in the refurbished valley station of Hochzillertaler Bergbahnen, which has created a unique service centre for visitors with shop, rental, service, depot, café lounge and panoramic lift to the gondola lift.

Customer satisfaction was the main focus for Sport Stock. This sports shop in Kaltenbach is boasts decades of experience and highly trained staff passionate about perfect service. Junior Manager Andreas Stock knows that today's visitors are looking for convenience above all and want to move around with as little stress as possible on holiday. That's why it made sense to expand the existing ski depot on a major scale during the latest modernisation of the valley station for the gondola lift. Sport Stock used to be a tenant of the Schultz Group with its multi-floor shop and has now likewise made a quantum leap forward based on the expansion idea of MD Heinz Schultz. Specifically, 559 lockers for two sets of skis and 146 for four sets were

ordered from Paroli, which were fitted with a really user-friendly control system from digiCOM. The full depot at Sport Stock now consists of 839 ski lockers holding around 2,400 pieces of equipment. It's fair to say the old and the new depot are worlds apart …

Visitors are demanding rental and depot

"On the one hand, we wanted to increase capacity, but above all it was about improving convenience. Convenience is everything nowadays", reveals Stock. The high usage already recorded in the first year proves him right: in the Christmas holidays all the 4-set lockers were just about rented out and three quarters of
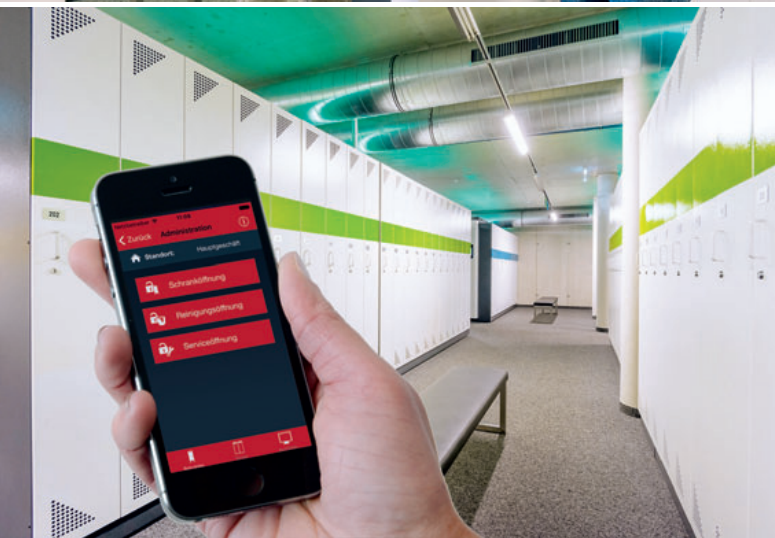
Sport Stock in Kaltenbach is housed in the refurbished valley station of Hochzillertaler Bergbahnen.

Photos: digiCOM

digiCOM Managing Director Thomas Brutscher (left) and Junior Manager Andreas Stock showed off the new ski depot to Mountain Manager.

The remote control option via smartphone app makes the ski depot administration extremely user-friendly.

all the 2-set lockers. Increasingly, visitors are explicitly asking for both rental and a depot for rented equipment – whereas in the past, we still had to point this option out to people!
Before, the rental service was all manual as well, but now everything is automated, waiting times are below 10 minutes and guests want to have their helmets and gloves in the depot too, because everything is so nicely heated", says Stock.

The choice of outfitter for the new depot was not one he took lightly: four or five firms were invited to bid, and he looked at reference depots and sought recommendations. "Ultimately, we were convinced by the Paroli / digiCOM bid because of the sophisticated concept, but more specifically the high quality of the lockers and the control system. The latter brings major advantages when using the system and is also easily compatible with the existing rental software. The lockers themselves are much more stable and solid and are easier to clean. The water drain is stainless steel and is sloped so that the water runs off into a gully, rather than sitting on the bottom of the cupboard. All the "critical" components – whether for drying or drainage – are made from stainless steel."