TEAMWORK COMMERCE ×ADYEN × MITEQ — JOINT CASE STUDY

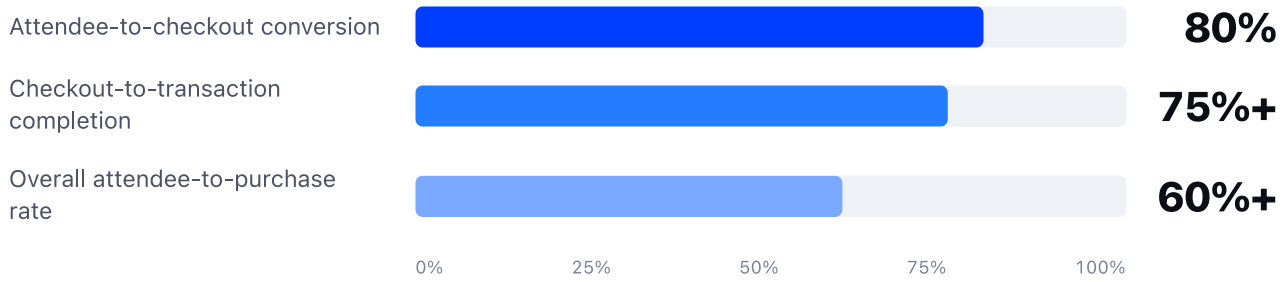
A WINNING FORMULA

How Teamwork Commerce, Adyen, and MiTEQ Delivered High-Performance Retail at a Major Sporting Event in the EU

Premium In-Stadium Retail, Built to Perform Under Extreme Demand

Overview

At one of the largest sporting events in Europe, hosted at a leading stadium, three technology partners, Teamwork Commerce, Adyen, and MiTEQ, together with a wearable-payments partner, worked on building a single, unified checkout experience. The project requested a short retail window, split payment capabilities, and a product catalogue pending confirmation of participating teams. What went live on match day was a fully integrated point-of-sale, RFID checkout, and payments stack that moved fans through checkout in under a minute without a single outage.



~2 hrs
Checkout window

7
Live checkout counters

€65–100
Avg. transaction value

Setup & Scope

The deployment paired Teamwork Commerce's POS and MiTEQ's RFID checkout EXO stations installed in the counters with Adyen's compact and mobile AMS1 terminals. Terminal configuration was tailored to the event requirements: six of the seven checkout counters were configured to accept a single preferred card scheme, while a seventh counter was opened up to all major payment schemes so no attendee was turned away.

> "Terminals were configured to align with the event's brand requirements: several checkout counters were set up to accept a single preferred card scheme, while one counter was configured to accept all major payment schemes to ensure total guest flexibility."
>
> — Adyen

Delivering a premium checkout experience took some customization work behind the scenes. Adyen configured the AMS1 terminals to reflect the event's premium branding on-screen, and local execution ran through Paynance, Adyen's local payment services partner, who handled merchant onboarding and terminal logistics on site. MiTEQ did the same on the RFID side, fitting the EXO stations into the counters for a clean, retail finish and tagging and testing the full range in advance, so every device arrived ready to go.

On the Teamwork Commerce side, the pre-event runway was short. "We didn't really know what the teams were going to be in the final until two weeks before the actual event." said Luke Cullen, Application Specialist and POS lead on the project. "So it was quite a last-minute import of the catalogue and pricing." Staff training happened roughly an hour before the doors opened, a single walkthrough of the checkout flow, which Cullen credits for how smoothly the floor ran from the start: "They only needed one demo to actually understand how to help customers with processing transactions."

The heart of the checkout experience was the split-payment flow. Each attendee received a preloaded NFC wearable worth €20. Because premium merchandise regularly exceeded that value, checkout had to handle two payment methods in a single, seamless transaction: the preloaded balance deducted first, with the shopper prompted automatically for the remainder by card or digital wallet.

> "Every customer that came through would split their payment between their wristband and credit card. All the customer had to do was tap the wristband on the Adyen terminal and then pay the rest with the credit card."
>
> — Luke Cullen, Application Specialist, Teamwork Commerce

Performance

Across the roughly two-hour activation window, 80% of attendees converted to checkout, and more than 75% of those who checked out completed a transaction, an overall attendee-to-purchase rate above 60%. Average transaction value landed between €65 and €100, well above the €20 preloaded NFC wearable, a clear signal of how consistently attendees spent beyond their initial balance. Both Teamwork and Adyen point to the same result from different vantage points: nothing went down.

> “Under peak load, the POS system performed really well. There was no downtime related to network or RFID tags errors, and customers were also able to utilize returns or exchanges.”
>
> — Luke Cullen, Application Specialist, Teamwork Commerce

> “Transaction success rates held up exceptionally well, benefiting from Adyen's robust backend stability and the flawless handoff between the NFC wearables and the card terminals.”
>
> — Adyen

Speed was the other headline. RFID scanning eliminated manual barcode scanning entirely, attendees simply dropped their bag of tagged items into the EXO station, and the EXO middleware, integrated directly with Teamwork, passed the items straight across so the basket populated automatically on the Teamwork POS. Combined with Adyen's AMS1 processing, even split-payment transactions completed in seconds and kept queues moving throughout the activation.

Payment behaviour told its own story: nearly every transaction carried a contactless element, driven by the preloaded NFC wearable, with remaining balances settled overwhelmingly by contactless card and digital wallet. Adyen also flagged a notable up-spend pattern, attendees were consistently motivated to spend beyond their €20 preload to take home premium event merchandise. On the floor, that pace was matched by the team running it: "Staff and operations mentioned that the point of sale was very intuitive, that the RFID was picking items up correctly, and that the flow was very simple for them to follow," Cullen said, "and that's what kept things moving."

Integration & Outcomes

Good integration, in practice, meant attendees never saw any of the technology behind a fast, split-payment checkout. MiTEQ's RFID technology read the tagged apparel first, and the EXO middleware turned those reads into a confirmed item list, passing it directly into Teamwork's POS. Teamwork totalled the basket and sent the payment request over a direct API connection to Adyen's AMS1 terminal, which read the NFC wearable, deducted the €20 balance, and automatically prompted the attendee for the remainder to complete the transaction instantly.

> "Good integration looked entirely invisible to the guest... It was a flawless "Unified Commerce" flow."
>
> — Adyen

> "Because the EXO middleware already talked to Teamwork, there was nothing new to build. Our time went into the tags, the stations and the testing, and that's where the speed came from."
>
> — Ian Jobson, Director of Technology & Innovation, MiTEQ

Delivery itself was distributed across markets and time zones. "Having supported multiple clients from a remote setup before, this project made sense to be supported remotely as well," said Connor Moran, Client Success Manager on the project. "We were facilitating probably two, if not three, time zones, and flexibility on all sides was able to help with the remote management of this project." On the payments side, Adyen managed a parallel version of the same challenge: reconciling a closed-loop preloaded NFC wearable against an open-loop card scheme, at scale, without slowing settlement.

> "Adyen's unified backend and Teamwork's robust order management system provided crystal-clear transactional data. We structured the deployment utilizing Paynance for local entity processing, ensuring all acquiring fees and payouts were handled transparently, cleanly, and compliantly within the local market."
>
> — Adyen

Both partners frame the result the same way: proof that this stack is ready for premium, large-scale European events on short notice. "This event proves how quickly Teamwork POS can be set up with RFID in collaboration with MiTEQ, due to the pre-built integrations we currently have." Cullen said. "Because Teamwork is part of a best-in-class retail solution with MiTEQ and Adyen, we were able to provide a very quick turnaround from project kickoff to go-live." Adyen's read is broader still, positioning the deployment as evidence of readiness at the platform level.

> "It demonstrates that Adyen, together with Teamwork Commerce and MiTEQ, provides a "Day 1 Ready" gold-standard solution for high-visibility events. We can successfully deploy complex architectures, including split payments, localized acquiring, and highly customized terminal branding, under tight deadlines and in demanding stadium environments, all while delivering a world-class fan experience."
>
> — Adyen

Conclusion

For stadium operators and event organizers evaluating retail technology for their own large-scale activations, the takeaway from this deployment is less about any single piece of hardware or technology and more about how the pieces fit together. Adyen frames its role as a strategic enabler rather than a payments processor alone, integrating deeply with POS and RFID partners and customizing terminal software to elevate brand presence. Teamwork Commerce points to the same partnership from the retail side: a pre-built integration ecosystem with MiTEQ and Adyen that let a small, remote team stand up a fully branded, high-throughput store in weeks rather than months.

> "Overall the event was a huge success due to the scale and volume of transactions held at this event. We delivered on a tight timeline, and the adaptability and flexibility of our software allowed us to do that."
>
> — Connor Moran, Client Success Manager, Teamwork Commerce

> "Each of us owned a different link in the chain: RFID, POS and payments. The integrations between them were already proven, which is the only reason a project like this can go live in weeks."
>
> — Alex Whiting, Managing Director, MiTEQ

An 80% attendee-to-checkout conversion rate, an average transaction value well above the preloaded NFC wearable, zero downtime, and a checkout experience fast and reliable enough to disappear entirely behind the experience it was built to serve, the numbers speak for themselves.



Planning a large-scale activation? Let's talk.

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