

# Case Study



## The challenge

- ▶ A uniform solution for 1,000 Douglas perfumeries in 18 countries
- ▶ Cutting of TCO by reducing maintenance and support
- ▶ Fiscalization (hardware/software)
- ▶ Mapping of Douglas Card functions
- ▶ Connecting an external CRM system
- ▶ Integrating of Lufthansa Miles & More
- ▶ Mapping of various discount actions in several countries
- ▶ 24 hour operating concept
- ▶ EFT connection in 18 countries

## The solution

- ▶ GK/Retail POS Touch (natively 1024x768) with GUI in proprietary Corporate Design
- ▶ GK/Retail Backoffice
- ▶ GK/Retail StoreWeaver components for connecting CRM system, Lufthansa Miles & More
- ▶ GK/Retail Storemanager for parameterization and monitoring

The GK/Retail Suite is GK SOFTWARE AG 's comprehensive solution for the store with all its interrelations within retail companies. With approximately 50,000 installations in more than 20 countries, GK/Retail is the market leading Java solution in Europe. The modular solutions of GK/Retail Suite enable the complete store operation from POS, Backoffice, mobile devices, Workflow to headoffice and efficiently integrate, if necessary, all subsystems within the store.

Leading retailers such as Douglas Parfümerie International, dm Drogerie markt, Galeria Kaufhof, Lidl, Netto Discount or Tchibo have been trusting in GK SOFTWARE AG solutions for years whenever it comes to controlling retail processes on the highest level.

In 2005, Douglas Perfumery International, a member of Douglas Holding, decided to rely on solutions from GK/Retail Suite in order to re-adjust its - European network of stores by means of a uniform store solution.

The introduction of GK/Retail at Douglas Perfumery International is one of the biggest European POS projects.



## **Douglas makes life beautiful**

**Market leader in the perfumery sector in Europe relies on GK/Retail as uniform store solution in all countries**

With almost 1,000 perfumeries in 18 countries and an annual turnover of almost 2 billion Euro, Douglas is the ultimate market leader of perfumeries in Europe. In order to expand this position, Douglas initiated one of the biggest European IT projects. For the purpose of standardizing/harmonizing (its) processes in multiple countries /across national borders, the company currently introduces GK/Retail in all countries. Within a short period of time, Douglas' requirements were realised and rollout was started.

### **Uniform solution**

In order to provide uniform and trans-national processes and a central regulation, Douglas opted for GK/Retail, the retail software of the GK SOFTWARE AG. Jeroen Timmer, IT management, Parfümerie Douglas International GmbH, gives reason for this decision: "GK SOFTWARE AG was able to prove the skills and experience necessary for a project of such a dimension. Because of the high level of standardization of GK/Retail and its international focus, we were sure to put our tight time schedule and the many requirements that arise from our international business into action."

### **Live within half a year**

In July 2005, the project was officially started. Already in October 2005, the first perfumeries in Italy started using GK/Retail. Thanks to the great cooperation, further countries could start live operation within a short period of time afterwards (Italy, Spain, Portugal and Turkey). At present, the pilot phase is running in the Netherlands.

### **GK/Retail – sophisticated solution for international projects**

The project's complexity lies in the essential consideration of various regional peculiarities and different languages. Another main focus, especially for international projects in Southern and Eastern European countries, is the fiscalization, for which the GK SOFTWARE AG developed a proprietary fiscal framework, that enables the quick implementation of different fiscal modules. Also actions and discounts, that are treated differently in every country and peculiarities such as tax free vouchers, can now be easily created by Douglas by means of the POS.

Because of the varying closing times in Europe, the new system includes a sound 24 hour concept, so that settlement can be done fluently and that Douglas' retail management Dewas can activate the daily closing.

**»GK SOFTWARE AG demonstrated the skills and experience necessary for a project of such dimension.«**

**»After one year GK/Retail in live operation, we can definitely say that it met all of our requirements.«**

Jeroen Timmer, IT manager of Parfümerie Douglas GmbH



### **Odds in favour for the POS**

For many years Douglas has been relying on customer loyalty by means of the successful Douglas Card, which can be used as means of payment in the perfumeries and is equipped with a country-specific bonus system. Those functions could be mapped also in GK/Retail, as well as the requirements of the Miles & More system, partner of Douglas. Additionally, the already existing CRM system was connected to the store solution.

### **Maintenance of the system and good service**

The sophisticated installation and update mechanisms of GK/Retail facilitate the maintenance

solution and significantly reduce TCO for Douglas. Operating system is the specifically adjusted Microsoft Windows retail software WePOS. The comprehensive Third Level Support of GK SOFTWARE AG can be accessed 24/7. The fact, however, that a preceding hotline looked after by Douglas Informatik & Service GmbH only records a very low call frequency, is proof for the software's stability and economic user guidance. The users' work is also facilitated by means of 1024 touch screens and the adaption to the Corporate Design of Douglas.

### **Decision for a standard system**

Apart from its internationality, the high standardization level of GK/Retail was of great importance to Douglas, making it possible to realise many requirements to the system very quickly. At the same time, part of the new functions from the project flows back in the GK/Retail standard. Jeroen Timmer summarizes the experiences with GK/Retail: "During our market analysis done in advance, we realized that there is no better solution to meet our requirements regarding standardization and internationalization. After one year of using GK/Retail, we can definitely say that it met all of our requirements."





## About GK SOFTWARE AG

GK SOFTWARE AG was founded in 1990 in Schöneck and converted into a limited company in 2001.

The company develops comprehensive software solutions for POS, Backoffice and head office. Leading retailers such as dm, Parfümerie Douglas International, EDEKA, Galeria Kaufhof, Lidl, Netto and Tchibo rely on the modular software package GK/Retail.

The solutions of GK SOFTWARE AG are used in more than 20 European countries with about 50,000 installations. Over the last years, the company has been growing successfully and employs about 185 people in Europe.



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