

Case Study



The Challenge

- ▶ Lower Total Cost of Ownership (TCO)
- ▶ Fast Return On Investment (ROI)
- ▶ High reliability

- ▶ Able to run on any POS hardware solution
- ▶ Easy to implement
- ▶ Simple and intuitive to use, requiring only minimal training

- ▶ Central control of POS systems in all stores
- ▶ Enterprise-wide workflow solution to improve store standards and improve communication between store and head office
- ▶ Improve merchandise management processes
- ▶ Provide support for mobile applications

The Solution

- ▶ GK/Retail

Netto Marken-Discount is a German discount supermarket chain with headquarters in Maxhütte-Haidhof, Bavaria – in the south-east of the country. Netto has grown rapidly in recent years and now has more than 1,200 stores throughout Germany. An ever-increasing number of customers – already in excess of 5 million – shop its food and non-food range each week.

Netto offers a much wider branded-product range than many of its rivals, and supplements this with a wide variety of fresh foods such as fruit, vegetables, dairy and meat.

Netto carefully selects market-leading IT solutions and technologies to stay ahead of its competitors. GK SOFTWARE AG was chosen, by Netto, as its partner for store solutions and together, significant trading benefits have been realised.

Workflow processes have been introduced which have ensured the highest operational standards are implemented consistently in all stores.

Merchandise management processes, operating on mobile devices, enable action to be taken, where it matters most – on the shop floor – to improve presentation as well as product availability and thus maximise sales opportunities.

Customer service at the point of sale has been greatly enhanced with the use of touch terminals – for the first time by any German food retailer.



GK/Retail Meets All Needs

Netto Benefits From Deploying GK/Retail

Enterprise-wide Workflow

GK/Retail was selected by Netto because it proved that it could exactly fulfill the very demanding requirements of the discount retailer. The needs to provide control of Workflow, store standards and communication between store and head office, were considered by Netto to be of paramount importance.

As a result of the rollout throughout the 1,200+ store estate, important information, messages and instructions can now be distributed to all stores at the push of a button. New trading procedures can be quickly and consistently implemented, new tasks can be assigned, deadline dates can be set and progress can be monitored. Netto now has a communications platform through which it can be in contact, in real-time, with all of its stores, all of the time. As a result the head office can react to emerging trends and situations far more rapidly than ever before.

Mobile Merchandise Management

Netto wanted to be able to give control of store merchandise management tasks to those charged with the responsibility, whether on the shop floor or in the store warehouse.

GK/Retail was selected by Netto due to the completeness of its merchandise management offering. Tasks such as inventory control, order management, stock returns and price markdowns can now be quickly and easily performed. Thanks to the Java construction of GK/Retail, working with WLAN, these activities can be performed all around the store – on the shop floor, in the back office or in the warehouse.

GK/Retail is able to work even when the store network is unavailable. If GK/Retail detects the loss of the network, it switches automatically to offline mode, enabling the store to continue trading without interruption or degradation in customer service. Sales data continues to be captured and stored; price changes can still be made. When GK/Retail detects the network link has been restored, it updates and synchronizes with central merchandise systems at Netto head office to ensure data integrity is preserved.



Touch-Screen Cash Registers in the Food Retail Trade

After a thorough and intensive selection process, Netto selected GK/Retail to run its point of sale (POS) solution, since when GK SOFTWARE AG has worked closely with Netto to quickly custom-

»With GK/Retail Workflow, we have been able to quickly achieve considerable benefits. Our stores now enjoy real-time communication with head office, our store staff enjoy a much more reliable, easier-to-use system and our customers enjoy a much better, quicker shopping experience than ever before«

ize the solution to exactly meet requirements.

The solution was thoroughly tested before being trialled in a pilot store. Rollout was able to proceed quickly – controlled and managed by the project team from Netto. The project was completed on time, within budget and to the very high quality standards expected and demanded by Netto.

Whether GK/Retail is running on the Wincor or DigiPOS touch-screen tills used by Netto, its speed and ease of operation is evident. Cashier training is achieved quickly and the intuitive design and features of the software solution has resulted in a noticeable reduction in errors, compared to the solution formerly used.

Central Control and Monitoring

From its head office in Maxhütte-Haidhof, Netto is able to monitor and if necessary, use GK/Retail to take control of store systems operations. Netto performs its own first- and second-level support and problem diagnosis, using GK SOFTWARE AG merely for third-level support.

Systems problems in-store are now very quickly resolved which in turn, has maximized store trading hours and improved customer service.

With GK/Retail into the Future

Netto still has big plans to drive further ROI from its investment in GK/Retail. For example, improvements in store accounting procedures has greatly reduced the time previously required to

perform end of day processes, enabling Netto to find new ways to safely reduce store labour costs.

Exploiting features of GK/Retail, staff in the Netto head office are able to take a centralised view of all key performance indicators across the enterprise, enabling the fastest possible response to emerging business trends.

GK/Retail has helped Netto to find more and creative ways to help its stores to trade more efficiently, more effectively and more consistently. Systems processes in store are now much better controlled and administered than ever before and the operation is now far less complex too.

Benefits from GK/Retail will continue to be realised by Netto over time, contributing to an extremely low and unrivalled TCO.





About GK SOFTWARE AG

GK SOFTWARE AG was founded in 1990 in Schöneck, Germany and today develops comprehensive and highly-regarded solutions which leading retailers operate at the point of sale, in the back office and at head office.

Edeka, Tchibo, Lidl, Galeria Kaufhof and Parfümerie Douglas International are just a few of the major names using GK/Retail today.

GK SOFTWARE AG has more than 55,000 installations in around 12,500 stores in 20 European countries and in the USA.

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