Omni-Channel for a Seamless Customer Journey

SAP Omnichannel POS by GK for Smyths Toys

GK SOFTWARE

Quick facts

The challenge

> Implementation of centralized omnichannel POS system in more than 100 stores

> Deliver a fast and easy to use solution with under three seconds from PIN entry to receipt

> Centralized management and monitoring of the entire POS system landscape in all stores

> International project in two countries

The solution

> Implementation of SAP Omnichannel POS by GK

> Seamlessly connected to the central SAP system

About GK Software SE

> A leading international developer and vendor of standard software for the retail sector

> Comprehensive suite of solutions for all store processes from a single supplier

> Over 262,000 installations globally, in more than 50 countries

> In productive operation within leading national and international retail chains

"GK Software delivered a fantastic, truly omnichannel POS solution. We've had a great start to a long-term relationship with a valuable partner."

Rob Wilson
CTO at Smyths Toys

Omnichannel for a Seamless Customer Journey

Smyths Toys runs its 100-plus stores in the UK and Ireland with SAP Omnichannel POS by GK. After a record-breaking roll-out, the toy retailer benefits from the fast, flexible and easy-to-use omnichannel solution throughout its different sales channels.

Smyths Toys is one of the largest and fastest-growing toy retailers throughout the UK and Ireland with more than a hundred stores and a successful online presence. The company employs more than 3,000 people and offers the most competitive prices on a wide selection of products. It stocks everything from dolls and action figures to baby products, video games and bikes. Smyths Toys is a highly successful and dynamic organization with significant growth plans for the coming years, based on several distribution channels to create a customer-centric buying experience.
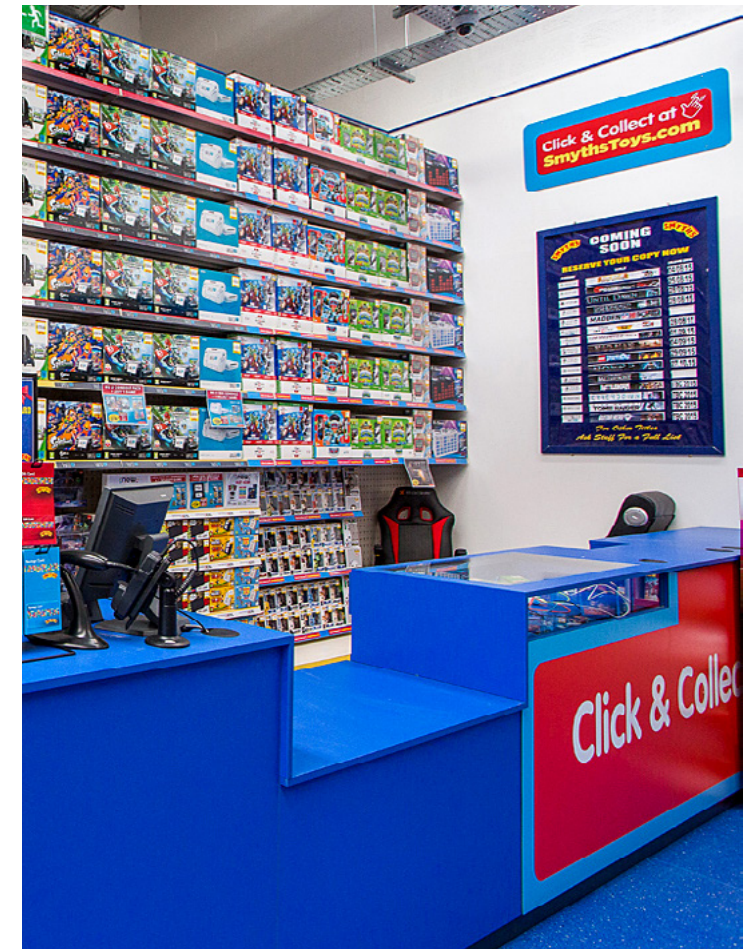
The Solution

SAP Omnichannel POS by GK

Future-ready

Due to its expansion strategy, Smyths Toys wanted to replace its old POS system which didn't meet its future needs in terms of growth, customization and modification. The toy retailer was looking for a new and innovative POS solution to increase efficiency across all sales channels, with features such as 'Click and Collect' or stock availability as well as new options like electronic software downloads. SAP Omnichannel POS by GK perfectly met Smyths' requirements and was therefore the preferred software solution. The single stock view is one of the biggest benefits to the Smyths Toys business. It enables them to show the real-time stock position on their website. In the future, customers will have to choice to get a Home Delivery from any given till as well.

Central Solution

Smyths wanted a seamless IT infrastructure around the SAP ERP. The fully Java-based software runs on SAP NetWeaver and all POS systems are directly connected to one central server and operate in one database. The online system handles the complete data exchange to the stores in real time. All omnichannel processes can be performed in any location and on any device.

Live in 10 Months

Fast Rollout

The project started in October 2015 with several workshops involving the store managers. The first two stores, one in St. Helens, UK, and one in Galway, Ireland, were launched only 10 months later and 460 receipts were processed on the very first day. This was followed by an extremely aggressive rollout with 100 stores in the UK and Ireland. By November 2016, in time for Black Friday, all stores were live with SAP Omnichannel POS by GK. The online shop will be fully integrated in 2017.

Flexible POS

SAP Omnichannel POS by GK allows the integration of other solutions like the external, Smyths Toys-owned software vault for electronic software downloads (pay at the POS – download at home). In the future, Smyths Toys will benefit from the innovative app enablement concept which allows a much faster implementation of customer wishes. The multi-client-capable solution enables different areas of the company or sales lines to be operated in parallel in a database installation, which also means that the solution can be deployed as Software as a Service or in the cloud.

Intuitive Handling

Easy Training

The user interface of SAP Omnichannel POS by GK is intuitive and self-explanatory. The store managers who attended the kick-off workshops trained the other store managers how to use the software. The staff in the stores immediately liked the new solution and gave great feedback. The employees were pleased to find that the POS software is simple to use right from the start and makes their jobs easier so they have more time to focus on serving customers.

Future Plans

Smyths Toys will continue its expansion with further super store openings planned throughout the UK and Ireland in 2017. Thanks to SAP Omnichannel POS by GK, the toy retailer can rely on expandable, future-proof architectures, standardized data streams across the whole company and entirely device-independent processes.

"We are very happy with SAP Omnichannel POS by GK. It has resulted in increased store operational efficiency with less queue time, less administration time and greater customer satisfaction."

Rob Wilson
CTO at Smyths Toys

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