

TALLY WEIJL



Fashion anywhere, any time!

SAP Omnichannel POS by GK for Tally Weijl



Quick facts

The challenge

- Centralized omni-channel solution
- Seamless SAP interface
- Future-proof and extendable POS software

The solution

- SAP Omnichannel POS by GK

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

“The comprehensive combined solution offering by SAP and GK gives Tally Weijl access to a terrific, future-proof omni-channel solution.”

Alexis Bischoff,
CIO of Tally Weijl

Fashion anywhere, any time!

The Swiss company Tally Weijl Trading AG is an international fashion retailer with more than 900 stores in 38 countries plus a comprehensive online offering. In order to be able to interact with customers across all channels, both online and offline, and to further drive its successful international growth, Tally Weijl has chosen SAP Omnichannel POS by GK as part of a comprehensive SAP project.

Founded in 1984, the organization currently employs more than 3,500 people worldwide. The retailer offers its young female target group always the fashion must-haves of the season for a self-confident appearance. In parallel with its roll-out of SAP CAR and SAP Hybris Marketing, Tally Weijl also decided to implement SAP Omnichannel POS by

GK. Thanks to its native connection to the SAP ecosystem, easy and centralized administration and its extreme flexibility, Omnichannel POS is the perfect solution to support the fashion retailer's international expansion strategy.

Expansion with centralized management

From cross-channel to omni-channel

Tally Weijl has been pursuing a long-term expansion strategy since 1997 and is continually opening new stores in a growing number of countries. In transitioning to the new SAP and GK solution, the retailer has now chosen a centrally administered real-time solution for all countries. This enables integrated omni-channel processes in all stores, in the webshop and on consumers' mobile devices.

Customer-centric

At Tally Weijl, the route from cross-channel to omni-channel is guided by a clear objective, and the message to customers is 'Shop Anywhere, Any Time'. The essential pillars of a long-term customer relationship are a wide choice of payment methods, straightforward delivery of goods no matter where they were ordered, and a smooth returns process. These requirements can only be met by a fully integrated system

covering everything from the back end and the webshop to mobile devices and the point of sale. The system should also include as many functionalities as possible as standard, e.g. home delivery, click & collect and returns. Tally Weijl expects this strategy to result in clear revenue growth in all channels.

In-store flexibility

The Tally Weijl stores are the retailer's central touchpoint with consumers, and the chain-store concept places a number of specific demands on the solution. For example, most boutiques have just a single touch-screen POS which must facilitate the complex inventory and finance-related processes in parallel with offering regular POS functionality. At the same time, the POS systems must be optimized in line with Tally Weijl's specific loss-prevention requirements.



Efficiency across all sales channels

A tight grip on costs

Tally Weijl expects the extensive omni-channel project to not only generate higher revenue and further improve its relationship with the customer, but also to have a lasting effect on costs thanks to greater process efficiency, lower operating costs, better fraud detection and centralization of numerous primary functionalities such as pricing and promotions. One of the essential building blocks in this is the new centralized store-level solution which can be customized in line with country-specific requirements.

11 months later

The Omnichannel POS project got under way in April 2016 and the first pilot store went live in mid-January 2017. The roll-out began in Austria in March 2017, just 11 months after the project launch, to tie in with the new fiscal rules. This was closely followed by Switzerland and France. The GK project team helped the team at Tally Weijl to implement the roll-out after the stores had closed for the day. The short-term integration of an extra 100 stores belonging to a newly acquired French fashion retailer brought unforeseen challenges, but these were successfully overcome together.

"Thanks to Omnichannel POS we have a software template for our stores that is precisely aligned with our processes, enabling us to expand into other countries extremely quickly."

Alexis Bischoff,
CIO of Tally Weijl



Apps in the future

Positive feedback from the stores

Omnichannel POS is so intuitive to work with that extensive employee training is not necessary. Before the new solution went live, all area managers received training so that they could teach local colleagues how to use the system. The feedback from store employees has been very positive since they are impressed by the ergonomic user experience and the much simpler workflows. Now, thanks to the time saved in numerous processes, the employees can focus even more of their attention on providing customer service.

Looking further ahead

Once the optimized cash management and loss prevention processes had been integrated into the software and the POS processes had been significantly reduced, further omni-channel functionalities were implemented in autumn 2017. This has resulted in all relevant processes and services being available at any time, anywhere and on any device. The roll-out started in Switzerland, Austria, France, Czech Republic, Germany and Italy, and other European countries will follow from 2018 onwards. By the end of the project, Omnichannel POS will be installed in more than 900 of the retailer's stores worldwide. In the future, standardized and customer-specific Fiori apps will be directly integrated into the POS. These apps run independently from the POS programming code and can be rolled out extremely quickly. Furthermore, the intention is to use mobile devices in the stores too.

GK SOFTWARE SE

Waldstraße 7
08261 Schöneck
Germany

P +49 37464 84 - 0

F +49 37464 84 - 15

info@gk-software.com

www.gk-software.com

Office Switzerland

Überlandstraße 105
8600 Dübendorf
Switzerland

Office Russia

ul. Marshala Rybalko
Building 2, 6th floor, room 1
Moscow 123060
Russia

P +7 495 640 39 94

GK SOFTWARE USA, Inc.

9121 Anson Way
Suite 150
Raleigh, NC 27615
USA

P +1 984-255-7995

GK Software Africa (PTY) Ltd.

Building 13
Woodlands Office Park
20 Woodlands Drive
Woodmead, Gauteng 2196
South Africa

P +27 (0)11 - 568 46006

© 2018 GK Software SE or a GK Software affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of GK Software SE. The information contained herein may be changed without prior notice.

Some software products marketed by GK Software SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by GK Software SE and its affiliated companies ("GK Software Group") for informational purposes only, without representation or warranty of any kind, and GK Software Group shall not be liable for errors or omissions with respect to the materials. The only warranties for GK Software Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

GK Software and other GK Software products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of GK Software SE in Germany and other countries.