Success Story
GK/Retail for
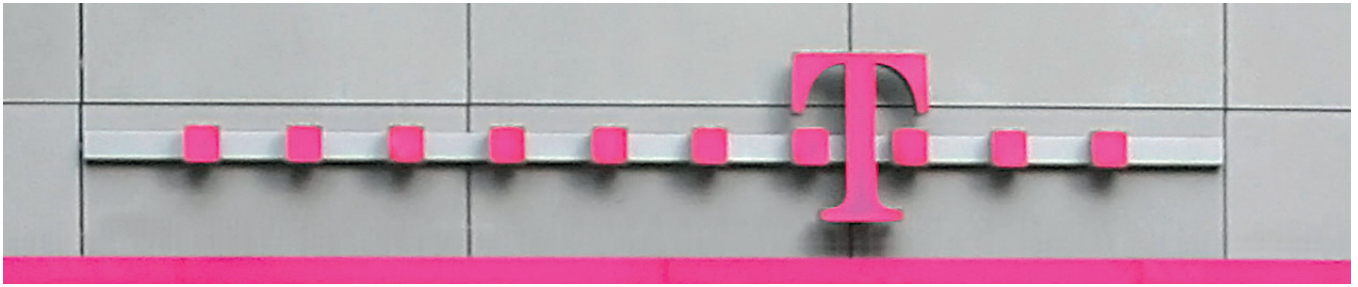## Telekom Shops

The customer

_Telekom Shop Vertriebsgesellschaft mbH, subsidiary and key sales channel of Telekom Deutschland GmbH

The project

_Store solution for around 800 Telekom shops in Germany

The challenge

_Complex telecoms solution including bundle check, prepaid loading and multifaceted communication with third-party systems

GK SOFTWARE

Best connection to the customer

A comprehensive store system for Telekom Shops – the next generation

The German branches of Telekom Shop Vertriebsgesellschaft mbH, a fully owned subsidiary of Telekom Deutschland GmbH, are one of the global telecom and IT giant's most important sales channels. More than 6,000 staff members are employed across the company's 800-plus stores to help Telekom customers face to face. This finely meshed nationwide network of branches creates a 'shop window' for Deutsche Telekom, both figuratively and literally, presenting the organization with an important marketing and advertising vehicle.

The Telekom shops make a considerable contribution to the company's customer relationship management strategy, since a key aspect of employees' roles is to offer service and advice. As a result, the store systems are subject to high demands: they need not only to optimally support sales activities, but also to provide staff with relevant information quickly and efficiently.

> **When choosing our solution, we also evaluated the option of developing our own system but concluded that, for economic reasons, a standard solution was the only real option for us.«**

Decision for GK/Retail in 2007

In early 2007, Telekom Shop Vertriebsgesellschaft mbH decided to equip the 700 branches it had in Germany at that time with GK/Retail 10. The company's main objectives when implementing the new store solution were to improve the flexibility of its sales processes at the point of sale (POS) and to enable seamless online data exchange with its SAP system.

The initial project was completed within the space of seven months, culminating in a successful roll-out across all branches. The project entailed the bespoke design of certain retail business processes that are unique to Telekom Shops. One of them was the bundle fail-safe, in which an online request was built into the Telekom system to ensure that discounted mobile telephones could only be sold in combination with a valid contract. Another important business process was the sale of prepaid credit. GK/Retail was adapted so that Telekom Shops' POS systems supported Cash&Go, the online loading process for prepaid cards from several different mobile phone providers. Once these processes were in place, the roll-out of the new solution began in early September 2007, and implementation had been completed in all Telekom shops by the end of that year.

» *By switching to the latest version of GK/Retail, we expect to benefit from a considerably higher degree of standardization, improved configurability and a shorter time to market thanks to state-of-the-art software and distribution technology.*«

Dr. Wolfgang Weniger, Head of IT, Telekom Shop Vertriebsgesellschaft mbH

Fulfilling customer requirements

The Telekom Shops system was continually in development, both during the initial project phase and afterwards. The sale of various card products (such as iTunes) was integrated into the checkout solution, for example, and online communication with third-party systems was realized, for example to enable the company to offer its electricity services. To this end, GK SOFTWARE AG scheduled two customer releases per year. As a result of Telekom Shops' very specific requirements, the overall degree of customizing compared with the GK/Retail product standard continued to increase. Meanwhile, Telekom Shops' ever-evolving business model repeatedly presented new challenges.

Decision to switch to GK/Retail 12

Since the checkout hardware used no longer met the latest ergonomic and other business requirements, and the software was subject to extensive new demands, members of the project team faced the question in 2010 of how to design Telekom Shops' branch-level IT for the future. After careful consideration of all the options, the final decision was made in favor of the new majorm release of GK/Retail 12.

This new store project had three main objectives: to prepare the implementation of state-of-the-art checkout hardware suitable for multimedia use, to switch during the major release, and to improve the technical business processes at branch level. At the heart of the program was GK/Retail 12, according to Dr. Wolfgang Weniger, Head of IT at Telekom Shop Vertriebsgesellschaft mbH,

who described it as "a new software-based technical platform with simplified and extended configuration opportunities." In addition to the migration of all the Telekom Shopsspecific aspects, Dr. Weniger expected "more standardization and a reduction in complexity."

Improved business processes and a reduction in complexity

To gain expanded checkout functionality, Telekom Shops decided to make use of the latest, secure, fully automated software-update processes that are integrated in GK/Retail. At the same time, the company was keen to take advantage of the possibilities for centralized process management and parameterization, which enable real-time monitoring of all branch-level systems. Furthermore, as a SAP-certified solution, GK/Retail offers a seamless interface with the SAP Retail system, which was of particular importance for Telekom Shops.

Since the sale of mobile phone contracts in combination with discounted telephones involves a large number of processes which require authorization, the rights concept is crucial forTelekom Shops. The switch during this release enabled even more precise control of this aspect.

Strict timetable

Preparations for the switch began in Autumn 2010, and the roll-out took place in the second half of 2011.
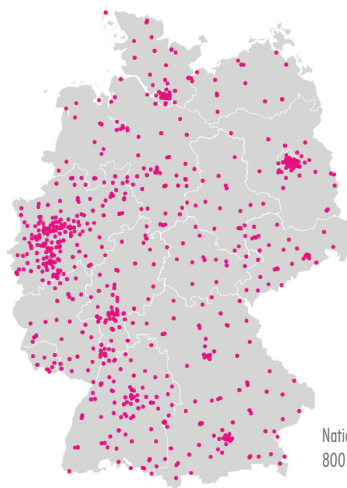
Nationwide coverage: more than 800 Telekom shops in Germany

GK SOFTWARE

About GK SOFTWARE AG

GK SOFTWARE AG was founded in Schöneck, Germany, in 1990 and has been listed on the Prime Standard of the Frankfurt Stock Exchange since 2008.

The company develops comprehensive software solutions for retail stores. Leading retailers such as Coop (Switzerland), EDEKA, Galeria Kaufhof, Jysk Nordic, Lidl, Netto Marken-Discount, Parfümerie Douglas, Tchibo, Thalia, Telekom Shops and X5 Retail Group have been working successfully with GK/Retail for many years.

GK SOFTWARE AG's retail solutions are currently being used in more than 30 different European countries, amounting to some 180,000 installations. The company has experienced considerable organic growth in recent years and employs approximately 560 people throughout Europe.

GK SOFTWARE AG
Waldstraße 7
08261 Schöneck
Germany

P +49 3 74 64 84 - 0
F +49 3 74 64 84 - 15

info@gk-software.com
www.gk-software.com

GK SOFTWARE