Success Story
GK/Retail for Douglas

The challenge

_Provide one standard solution to 1,000+ Douglas perfumeries in 18 countries
_Lower TCO by reducing maintenance and support
_Fiscalization Requirements (hardware/software)
_Support for Douglas Card functions by country
_Seamless integration to external CRM system
_Support Lufthansa Miles & More payments
_Handle country-specific discounts and manage centrally
_Support 24 hour worldwide operation
_EFT connection in 18 countries

The solution

_GK/Retail POS Touch (native 1024x768) with GUI in proprietary Douglas Design
_GK/Retail Backoffice
_GK/Retail StoreWeaver components for connecting CRM, Lufthansa Miles & More, and ERP
_GK/Retail Storemanager for configuration and Monitoring

The GK/Retail Suite is GK SOFTWARE AG´s comprehensive store solution with unique capabilities for uncompromising enterprise support. With over 140,000 installations in 30 countries, GK/Retail is the market leading Java offering in Europe and now around the globe. The modular solutions of the GK/Retail Suite provide a complete offering for the POS, Backoffice, mobile devices, Workflow, and merchandise management at the store while also providing an optional data integration hub to link all subsystems within the store to the corporate headquarters. Leading retailers including Coop Switzerland, Douglas Perfumerie, EDEKA, Galeria Kaufhof, Jysk (Nordic), Lidl, Netto Marken-Discount, Tchibo and Telekom Shops have been relying on the GK SOFTWARE AG solutions for years to efficiently manage their retail processes throughout the enterprise.

In 2005, Douglas Perfumery International, a member of Douglas Holding, selected the GK/Retail Suite in order provide a uniform, easy to maintain solution across their European and North American network of stores. The roll-out of GK/Retail at Douglas Perfumery International was one of the biggest European POS projects of its time.

The success of this project has lead to many awards throughout the industry:

Douglas makes life beautiful

The European market leader in the perfumery sector relies on
GK/Retail as a standardized solution in all of its countries

With almost 1,000 perfumeries in 18 countries and an annual turnover of approximately 2 billion Euro, Douglas is the ultimate market leader of perfumeries in Europe. In order to maintain their competitive position, Douglas initiated one of the largest European IT projects seen for its time. For the purpose of standardizing the retail landscape in multiple countries and across national borders, the company selected GK/Retail as their international solution provider. Within a short period of time, the implementation of Douglas' requirements were completed and the rollout began.

Uniform solution

In order to provide uniform and transnational processes with central regulation and management, Douglas selected GK/Retail from GK SOFTWARE AG. Jeroen Timmer, Director of IT at Douglas explains their decision: "GK SOFTWARE AG was able to provide the skills and experience necessary for a project of this scope and size. Because of the high level of standardization of GK/Retail and its international focus, we were sure to meet our tight time schedule and the many requirements of an international implementation."

> *GK SOFTWARE AG with its GK/Retail solution completely met our expectations.*«

Live within half a year

In July 2005, the project was officially launched. By October 2005, the first perfumeries in Italy started using GK/Retail. Thanks to highly skilled and dedicated team of professionals, further countries were deployed and live within a short period of time including Spain, Portugal and Turkey. Douglas has now successfully rolled out the GK/Retail solution in all 18 countries where they conduct business. To meet the unique requirements of each country GK SOFTWARE AG delivered 20 new configuration releases in just over one year all managed centrally by Douglas.

GK/Retail – sophisticated solution for international projects

The project lead to a high degree of complexity due to the various regional regulations, requirements languages, and currencies. Another challenging aspect of international projects are the requirements of the Southern and Eastern European countries including the need for fiscalization. GK SOFTWARE AG developed a proprietary fiscal framework, that enables the quick implementation of different fiscal modules into the standard architecture. Other unique international requirements included discounts and tax-free vouchers which are treated

» *With GK/Retail we now have all countries on one single standard solution which provides us the ability to centrally manage and monitor all stores in all countries. This has significantly reduced our operating and support costs.«*

Jeroen Timmer, Director of IT, Parfümerie Douglas GmbH

differently in every country, which are now easily handled by Douglas by means of the POS.

GK/Retail supports a 24/7 operation which was critical to the Douglas operation in order to support stores in over 18 countries across Europe and North America.

Sales transactions and inventory movements are tracked continously throughout the world and provide the merchandizing department with valuable real-time data to more efficiently manage merchandising operations.

Odds in favour for the POS

For many years Douglas has relied on their very successful in-house credit card as a means for tracking customer loyalty. The Douglas Card can be used as means of payment in the perfumeries and drives a country-specific bonus system. These features are supported within GK/Retail, as well as support for the Luthhansa Miles & More system for payment of products by points. The GK/Retail solutions also seamlessly integrate with the existing CRM solution for unparalleled customer service, cross selling, and up selling. The GK/Retail centralized Stored Value server supports gift certificates and gift cards wherever a Douglas customer shops.

Maintenance of the system and good service

The sophisticated installation and update mechanisms of GK/Retail facilitates easy deployment of maintenance and support updates, and significantly reduces TCO for Douglas. GK/Retail's open-standards architecture supports Douglas's desire to support Microsoft's Windows based WePOS. The POS now supports a 1024x768 touch screen that was ergonomically designed to comply with the Corporate Design of Douglas for optimum customer service and support. GK SOFTWARE AG provides comprehensive Third Level Support of the solution which can be accessed 24/7. Since the rollout of GK/Retail the Douglas Informatik & Service GmbH helpdesk has experienced a significant reduction in call tickets, proof of the software's stability and ease of use.

Decision for a standard system

In addition to its breadth of international functionality, GK/Retail also delivers a highly standardized solution which was of great importance to Douglas, allowing them to add additional requirements very quickly through the use of SOA, the Retail Transaction Interface, and user exits. Where ever possible Douglas requirements were implemented into the standard solution making future upgrades much easier for the retailer. Jeroen Timmer summarizes the experience with GK/Retail: "During our software selection phase, we realized that there was no better solution to meet our requirements regarding standardization and internationalization. After a few years 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 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.

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