



A standardized, central store-level solution

GK/Retail for Fressnapf

Quick facts

The challenge

- › Universal, standardized branch-level solution for FRESSNAPF's 1,300-plus stores
- › Seamless end-to-end integration of POS and mobile store-level ERP with the central SAP system
- › International project in 12 countries including several with different fiscal regulations

The solution

- › Implementation of SAP Point-of-Sale by GK
- › Mobile Merchandize Management with SAP Offline Mobile Store by GK
- › Automatic label printing with SAP Label & Poster Printing by GK
- › Centralized management, parametrization and deployment using SAP Store Device Control by GK
- › Seamless connection 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

“Thanks to the collaboration between SAP and GK SOFTWARE, the leading providers of retail solutions have come together to offer the market an end-to-end platform of solutions for the first time, with a clear vision for the future of retailing.”

Torsten Toeller

Founder, owner and chairman of the executive board at FRESSNAPF

A standardized, central store-level solution for FRESSNAPF

The FRESSNAPF Group is the European market leader in pet food and pet accessories. The retailer's 1,300-plus stores in 12 countries offer shoppers up to 11,000 products for their pets, from scratching posts for cats to aquarium accessories for fish.

Founded in 1990, the firm generated EUR 1.67 billion in revenue in 2014 and employs almost 10,000 people. At the end of 2011, in order to ensure that its IT systems would also support its rapid growth, FRESSNAPF decided to update its entire ERP system in all countries. Simultaneously, at store level, the company opted for universal implementation of the SAP solutions that have been developed by GK SOFTWARE. These comprise the checkout solution SAP Point-of-Sale by GK, the mobile ERP solution

SAP Offline Mobile Store by GK, the automated label printing solution SAP Label & Poster Print by GK and the intelligent data hub that integrates all the components, SAP Store Device Control by GK.

After a lengthy selection procedure, FRESSNAPF purposefully chose a single source of consistent solutions which all follow a common development road map, comply with uniform standards and adhere to identical quality guidelines.

The Solution

Seamlessly integrated systems to support international growth

Fundamental decisions prevent IT from hampering growth

The FRESSNAPF Group is the leading pet supplies retailer in both Germany and Europe, and it ranks number 3 in the world. Following a period of rapid expansion, the company currently has over 1,300 stores in 12 different countries, a significant number of which (840 German stores in total) are operated on a franchise basis. Furthermore, 60 new stores open on average each year. As a result of that enormous growth, the IT network became substantially more complex in a short space of time and the system architecture was expected to be unable to keep pace with new demands in the future.

To prevent the IT system from becoming a growth trap, the retailer made a timely decision to make fundamental changes to the back-end processes so as not to hamper FRESSNAPF's further profitable growth. After an extensive selection procedure, the retailer decided at the end of 2011 to switch to the SAP ERP system as well as to the SAP Point of Sale by GK, SAP Off-line Mobile Store by GK, SAP Label & Poster Print and SAP Store Device Control by GK, all of which were developed by GK Software. This made FRESSNAPF only the second customer to choose the entire SAP portfolio for both the central and the store-level processes.



Clear project road map

For FRESSNAPF, it was not merely a matter of replacing outdated solutions with more modern products. Within the framework of the project, the Krefeld-based retailer was much more focused on providing IT support to a far-reaching business transformation. Therefore, right from the start, IT-related issues such as standardization, process integration, the introduction of a new ERP landscape and new store-level solutions were considered in the broader context of business topics such as cross-channel integration and customer loyalty in order to achieve a new and consistently high level of quality.

Furthermore, from the word go, everyone involved in the project was aware of the importance of a fast roll-out. The starting point for all sub-projects was that standardization and best practices would form the basis for all business processes. Whereas in many projects valuable time and resources are spent on recreating functionalities from the existing system, FRESS-

NAPF consciously decided to turn the burden of proof on its head for the entire project; any deviations from the standard had to be fully justified. This approach, combined with an ambitious timetable and a high level of commitment from the board of directors, enabled exceptionally fast execution of the project.

Pilot store operational after just ten months

With these excellent preconditions in place, the store-level project produced tangible results within a very short space of time. Development started in July 2012 and by May 2013 the complete solution of point of sale, mobile ERP and label printing was operational in the first pilot store. Even though the completely new solution had never before been implemented for a retail user with a large number of stores, the system changeover was performed quickly and successfully in the retailer's 130 own stores and a couple of pilot franchise stores. Shoppers were none the wiser, in fact, because the checkouts were

up and running immediately. The retailer's own stores were subsequently followed by most of the German franchiser partners and the entire roll-out was completed in the approximately 840 stores in the retailer's domestic market by the end of 2014. Torsten Toeller: "Despite the teething problems, for us at FRESSNAPF the new solution by SAP and GK represents a further step forwards in our cross-channel strategy. Our store network is now operating on the most technically advanced platform currently available on the market. And the feedback from our store-level employees was that the changeover ran a lot more smoothly than they had all expected."



Seamless end-to-end integration

One key component of the system is the standard checkout solution: SAP Point-of-Sale by GK. This POS solution is seamlessly integrated with the central SAP systems and comprises the local POS devices as well as the very latest version of the central back office to minimize the size of the IT footprint in the stores themselves. This enables FRESSNAPF to sustainably reduce its long-term IT costs and it also simplifies maintenance without causing downtime. A further essential component is the mobile store-level ERP solution: SAP Offline Mobile Store by GK. Mobile data capture devices with a real-time connection to the SAP system facilitate all stock-related processes, whether directly at the shelves, in the storeroom or at goods received. One of the biggest technical challenges in this project was to arrange the components on several server clusters, since the burden on the relevant systems increases in direct relation to the growing number of stores. The SAP Store Device Control by GK solution integrates the store-level sys-

tems with the central SAP systems. Among other things, this component manages the exchange of data between each store and the retail headquarters and also within each store. Just like the central back office, Store Device Control also runs with a centralized database scheme at the FRESSNAPF headquarters. SAP Label & Poster Print by GK ensures that any price changes in the central systems automatically trigger the stores to print new labels and display them on the relevant shelves.

In line with the project objectives, FRESSNAPF essentially chose to work with the standard versions of the various SAP solutions by GK and made very few specific changes. That was also one of the reasons why the project could be executed so quickly.

German roll-out and international plans

The entire roll-out in Germany was completed by the end of 2014. In parallel, preparations also got under way to extend the project to other countries. As a result, the first pilot stores in Luxembourg are already working with the new solution and further countries have followed in the course of 2015. By the end of the roll-out, the FRESSNAPF Group will be operating with a uniform store-level solution in all countries, irrespective of whether different tax requirements apply in that country because the product is pre-programmed with the fiscal regulations in more than 20 countries as standard. Thanks to the high level of standardization and the associated scalability, the system places no restrictions on local or global expansion as part of the FRESSNAPF Group's further growth.

Roland Vorderwülbecke, Head of IT at FRESSNAPF and one of the project managers, reflects on the project as follows: "We are the first to have implemented an end-to-end solution, from ERP right through to the store-level systems, at the very highest level. Key to the success of this ambitious project was the fact that we focused on realistic and achievable goals and consistently regarded the IT as merely a tool for taking our business processes to the next level."

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