



HORN BACH's "FastPOS" project

GK/Retail for HORN BACH Baumarkt AG

Quick facts

The challenge

- › Implementation of uniform standard software in around 150 DIY megastores in nine countries
- › Centralized management and monitoring of the entire POS system landscape in all stores
- › Consideration of DIY sector-specific requirements and integration of the retailer's customer loyalty program for professionals and consumers

The solution

- › Implementation of the GK/Retail Point-of-Sale solution
- › Centralized management, parametrization and deployment using GK/Retail Enterprise Storemanager
- › Centralized monitoring using GK/Retail Enterprise Cockpit
- › Use of the GK/Retail Stored Value Server to handle electronic gift cards
- › 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

“By using GK/Retail we have significantly streamlined our store-level processes, resulting in substantial savings while also enabling our employees to spend more time on customer contact.”

Oliver Heiligenstein, Head of Sales & Service,
HORNBAACH Baumarkt AG

A software solution for all HORNBAACH DIY stores in nine European countries

HORNBAACH Baumarkt AG is successfully using GK/Retail to manage and control its DIY megastores across Europe. The uniform solution for all countries has led to clear improvements in customer service.

HORNBAACH Baumarkt AG operates a leading chain of DIY stores and garden centers in Europe. With an average store size of over 11,000 m², HORNBAACH is the market leader in DIY megastores. Through its 150-plus stores across nine European countries, HORNBAACH sells an assortment of over 120,000 DIY, home decoration and gardening products. The retailer's competitive edge is not only based on its low-price guaran-

tee but also on its comprehensive product range and knowledgeable sales employees. Consumers are not the only customers of HORNBAACH DIY stores. HORNBAACH also offers tradesmen and building firms professional business-to-business services including relevant payment conditions, item-return possibilities and extra-long opening hours.

The Solution

System changeover

Future-proof

HORNBAACH launched the “FastPOS” project in 2008 with two objectives; firstly, to replace the existing POS solution, which was more than ten years old, and secondly, to equip the retailer to face new challenges, both technologically and operationally. In conjunction with a complete hardware changeover, the main priorities were therefore to improve the efficiency of store-level business processes, reduce costs and implement a future-proof solution. After an intensive selection process, during which the quality of the solution was thoroughly tested in live operation in a pilot installation, the management team chose GK/Retail in 2009.

On-time project delivery

The blueprint phase to define and finalize the project design started in early 2009. It was important that the HORNBAACH solution would remain as close to the GK standard as possible. The project was initially implemented for HORNBAACH's domestic market, Germany. As is common in large-scale projects, additional requirements were integrated along the way. Thanks to the constructive collaboration between the project team members, the final release for Germany took place in early December 2009. “In order to be sure of obtaining a long-term, technologically leading international solution at calculable costs, we were adamant that we wanted to implement our project within the framework of a proven standard solution”, says Kerstin Swatosch, Head of Technology Inhouse Consulting at HORNBAACH





One solution for all countries

After the pilot version had been tested in Germany, the first live systems were installed in selected test stores. The roll-out version was then fine-tuned based on user feedback. The system was subsequently implemented in all of HORNBAACH's German stores, with the retailer opting to handle the installation activities itself. In the summer of 2011, perfectly on schedule, the final German store changed over to the new POS system.

Step-by-step project implementation

Coinciding with the changeover in Germany, the first steps were taken to replace the store-level IT in Sweden. That Scandinavian country was prioritized because of adaptations needed to comply with new legal requirements relating to credit-card transactions (PCI-DSS). Implementation then continued, on time and in line with the carefully planned project schedule, in the other HORNBAACH countries, namely Austria, Switzerland, Luxembourg, the Netherlands, Czech

Republic and the two fiscal countries, Slovakia and Romania.

All country-specific requirements have been integrated into a single GK/Retail version which contains the relevant peculiarities. The EFT devices are largely connected via a global software terminal that functions as a universal interface for the hardware.

Centralized management of all stores

Enterprise Storemanager facilitates centralized management of all points of sale (on average around 14) per DIY store. This means that each POS can be directly configured, monitored and automatically updated from the head office. The monitoring is done in Enterprise Cockpit, which provides near-real-time access to almost all system data so that any technical interruptions to store-level business processes can be proactively resolved.

Increased process efficiency at the POS

Fully integrated loyalty program

With the ProfiCard for its trade customers and the ProjektWelt card for consumers, HORNBACH offers a loyalty program including payment processing that is fully integrated with the POS. This enables project-specific invoices to be issued, for example. In most countries, HORNBACH's own electronic gift card is handled via the Stored Value Server.

Positive feedback from customers and users alike

The new system has brought many significant improvements for employees working at the point of sale because the new FastPOS checkouts are based on an intuitive touchscreen solution. The ergonomic process design has considerably reduced the error rate because the software guides the employees through the individual steps better than ever before.

As expected, the user feedback was unequivocally enthusiastic: the new FastPOS checkout offers undisputed benefits in everyday use, ranging from clearer receipts and faster service to improved ergonomics. Customers were also positive in their feedback. For example, the process for trade customers who wish to return unused items at the end of a project has been greatly simplified. Now, it is merely a matter of scanning the barcode on the receipt to display all the items so that the returns can be processed. This saves time for both the HORNBACH employees and the retailer's regular customers.

One benefit that is invisible to customers yet of tremendous importance for the internal processes has been the direct integration of numerous business processes into the store-level system. In addition to reducing time and effort and sources of errors, it has also led to an improvement in data quality. Another aspect of the project was to set up the data-exchange connection to the SAP system.

Focus on the future

The completion of the roll-out does not mean that the project has come to a standstill. Having completed the release upgrade to the latest version of the software in the first country, other issues on the to-do list include the introduction of new scale software. Upon completion of the roll-out, Oliver Rübél, Project Manager of "FastPOS", commented:

"We have implemented our ambitious project according to plan and it has completely lived up to our expectations in terms of benefits."

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