

30 years AWEK

many reasons to celebrate!

„30 years of experience and innovation in POS solutions“ - this is the motto of AWEK celebrating its anniversary in 2010. It was on 8 August 1980 in Bielefeld that the foundations of AWEK microdata GmbH were laid when MICRODATA software GmbH was incorporated. The main field of activity of the company was software development for micro-processors.

POS specialist from the very beginning

From its beginnings microdata specialised on the development of POS software. In the eighties retailers used mechanical or electronic tills which were mostly set up as standalone or networked systems. The innovative connection of two registers as master and slave really amazed the users: while a sale was recorded on one register a sales report was issued on the other one! Later on the use of RDT further enhanced the functionality of POS networks. Microdata also supported the coming up of the first scanning POS terminals - a POS application for registers with scanners was developed.

Even then, the founders of microdata, Peter Brzoska, Friedrich Niehaus and Gerhard Schniederken, recognised the potentials of PC-based POS terminals. They began to develop a proprietary macro assembler language and wrote the first systems in the programming language C. In the year 1992, microdata launched its own POS software

„microCASH“ for PC-based POS terminals. Owing to its excellent performance and independence of hardware the POS system was miles ahead of its time so that the department store chain Horten, among others, opted for this system. Since the development always focused on the optimisation of the user interface the first graphical user surface was also designed during this time when common POS terminals used to work in ANSI text mode.

Market penetration of microCASH

The nineties were characterised by a fast-paced growth, and microdata developed its own back-office program which was able to run under the operating systems Linux and Windows. The functionality of the POS terminal was enhanced by links to several merchandise control systems and the integration of external devices, e.g. coin scales and RDT terminals. New customers like EDEKA, Globus and KNV opted for the modern POS solution.

The successful concept of microdata is explained by Andreas Berger, Managing Director of AWEK: “The founders of the company aimed at developing POS systems combining user-friendliness and a large scope of functions which are able to run under the severe conditions of use in the retail trade. This requirement has been fulfilled by our solutions to this day, and we are constantly developing them further in this regard. Our focus is on the improvement of processes in the store.”

International use

From the beginning the Eastern and Western European markets were acquired by distributing POS solutions to Spain, Italy, Croatia, Slovenia, Slovakia, Czechia, Hungary, Austria and others. Special printers were integrated for the fiscalised countries and functions were implemented to manage the specific payments modes in these countries.

All-rounder at the point of sale

In the year 1998 a new POS system was launched: euroCASH. The POS software was originally written in C++ and was later enhanced by many components using the programming language JAVA. euroCASH is available both with a touch surface or a keyboard and stands out for its particularly convenient user surface.

The large scope of functions of euroCASH is permanently enhanced, e.g. by links to customer loyalty systems like Deutschland-Card or PaybackCard, signature pads or fingerprint terminals. Also RFID technology can be integrated without any problems. In its application as self-checkout terminal euroCASH proves itself as a true all-rounder at the point of sale. Retail companies like Kamps, Fressnapf and KNV are using euroCASH and are very satisfied with its performance and stability even with a heavy rush of people.

Growth with AWEK

In the year 2001 MICRODATA Software GmbH was taken over by AWEK Nord Retail Beteili-

TECHNICAL MILESTONES

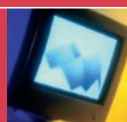


1980
Article recording via scanning



1985
Computer-based proprietary POS systems

1986
Integration of loyalty cards



1989
Development of PC-based POS systems



1991
Analysable electronic journals

1995
Use of open operating systems SUSE-Linux for POS



1996
PTB certification



1997
Self-scanning for a DIY store



gungsgesellschaft mbH, the current AWEK AG, which had been founded in 1985 and was specialised on the production of wire harnesses and electronic control components for industrial applications. Following the integration of AWEK C-POS as a supplier of POS hardware and services in 1998, AWEK added POS software to its portfolio by the acquisition of microdata. The founder of AWEK AG, Axel Werner, has an ambitious goal: "We want to be the market leader in innovation." AWEK has already realised a good deal of this, and is committed to achieve the goal in its every day business.

Completely web-based: euroCONTROL

With the launch of the central server application euroCONTROL in 2006 AWEK microdata reached another milestone in innovation: euroCONTROL is programmed in JAVA and completely web-based and thus independent of local servers or computers. The entire data is centrally saved in an external database, resulting in maximum indepen-

dence and up-to-date information for the user. Important functions of euroCONTROL include the central reporting system and central update dialogues, safe data transmission, a cross-store couponing system, and cross-store accounting of regular customers.

Innovations and experience






AWEK microdata is planning further product innovations for the future. Besides the optimisation of euroCONTROL, extensions of the POS systems are on the agenda, namely with regard to mobile scanning, personal shopping systems and mobile paying. The priority is on the solution, not just pure technology.

Markus Tiedge, product manager at AWEK microdata, explains the ambition of the company: "30 years of experience and many ideas of our customers were incorporated in the development of new products. Influenced by Java technology

and service-orientated architecture the central IT and the back-office are becoming one unit. Nowadays processes can be mapped with an ease hardly anybody could imagine a few years ago. We have always been committed to opening up new horizons to our customers and partners. Also in the future we will stick to this commitment with modern technology and all our experience."

Our customers and partners can rely on AWEK microdata as a trend-setter in projects and the development of standards. So the motto for the next ten years will be "Experience, competence and innovation for the retail trade - with solutions that inspire."



						
1998 POS software euroCASH	2000 POS system with touch-screen	2003 Certificate for ATM POS interface (Austria)	2004 Link of prepaid products	2005 Development of a self-checkout terminal Electronic coupon clearing	2006 euroCONTROL JAVA-Enterprise (web application)	2009 euroMANAGEMENT system management