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Weltbild
Kasse · Info

Case Study

AWEK euroSUITE
360° customer focus
at Weltbild

Centralized processes across all channels

The challenge

- Implementation of a modern omni-channel solution

- Seamless SAP interface

- Future-proof and extendable POS software

The solution

- AWEK euroSuite

About AWEK

- Leading international developer and vendor of standardized software for small and medium-sized retailers

- One-stop shop for a comprehensive suite of store-level solutions

- Proven success among leading retailers throughout Germany, Austria and Switzerland

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Omni-channel book retailing

With around 140 branches in Germany, Austria and Switzerland and several well-known online platforms (Weltbild.de, Bücher.de), Weltbild is one of the leading book retailers in the German-speaking region. Founded in Augsburg in 1948, the company serves its customers through its own physical stores and several online shops, plus it also has a catalog business. The online share currently stands at around 75%.

In today's omni-channel era it is essential for book retailers in particular to interconnect all their sales channels, because customers want to be able to spontaneously decide whether to buy their chosen items in a physical store, in a web store or using their mobile device, and subsequently whether to collect the items themselves or have them delivered at home. In order to create an optimal customer experience, Weltbild decided to seamlessly connect its sales channels based on centralized data management and information management. The implementation of the SAP Retail ERP system provided the foundation for this, and AWEK was then chosen as the partner to integrate and implement the new store-level solution.

"IN AWEK WE FOUND THE IDEAL PARTNER FOR THE VERY FAST AND EXTREMELY HIGH-QUALITY REALIZATION OF THE OMNI-CHANNEL INTEGRATION."

Matthias Kloh
(Managing Director of the Weltbild store network)

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Omni-channel retailing challenge

Needless to say, as a modern book retailer Weltbild strives to offer its customers a comprehensive and consistent experience across all of its sales channels. In order to create the basis for a uniform omni-channel retail experience, Weltbild first of all had to implement a centralized data management system to enable stock levels, prices and special offers to be accessed, managed and processed across all the retailer's stores and channels. It was important that customers would enjoy the same experience irrespective of when, where and how they accessed information leading up to them making a purchase. Therefore, all the necessary data had to be immediately available for the physical stores and the online stores at all times.

After the successful implementation of SAP Retail as the first step in this process, Weltbild went in search of a partner for the supply, service and operation of the store-level software. The project had a tight deadline right from the start. In the very first discussions with AWEK in June 2015, it was made clear that the roll-out in Germany, Austria and Switzerland would have to begin in November 2015 and be completed before Christmas of the same year. Weltbild was impressed by AWEK's one-stop-shop solution, and in July 2015 they signed a partnership agreement covering the new store-level software including coupon server, new POS hardware and complete service including operation of the store-level systems.

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Live within six months

Work got under way on the project in line with the specifications as soon as the deal had been signed. As agreed, the project-specific development including quality assurance was completed within the space of just three months, and the first pilot stores went live in time for the November deadline. Just one week into the pilot phase, the decision was made to roll out the systems in all stores in Germany, Austria and Switzerland. AWEK successfully completed the roll-out of both the hardware and the software in the first few days of the Christmas shopping season without any major problems.

Hence, the entire project was brought to fruition in less than six months. Underlining the quality of the software, no troubleshooting was necessary from that moment right up until the implementation of the first new requirements in February 2016. Thanks to full integration with the SAP ERP system and the online shop, online orders can now be collected from or returned to physical stores plus omni-channel redemption of coupons is possible. AWEK's coupon server also enables Weltbild to individually manage all coupon campaigns and special offers across all channels.

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