

Case study

Jack Wolfskin accelerates its POS processes



Stores are being fitted with the HP RP7 Retail System and a variety of useful peripherals

Industry

Retail

Objective

A highly performant POS system which supports the company's multichannel strategy and ensures POS processes run reliably

Approach

Research at the EuroCIS trade fair followed by comprehensive tests of the HP RP7 Retail System Model 7800 in a real store

IT matters

- Reduction in the number of IT suppliers
- Fewer compatibility issues with the POS system as HP also provides all of the peripherals
- Microsoft® Windows® 7 operating system allows the POS system to be integrated seamlessly into the existing Microsoft environment
- As the different products are specifically designed to work together, preconfigured POS systems can be posted to the stores where sales assistants can install them themselves

Business matters

- The powerful HP RP7 Retail System makes POS processes more reliable and performant
- Reduced risk of lost sales due to POS system errors
- Contemporary, compact design fits in well with the modern look of the stores



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– Thomas Zielinski, IT infrastructure manager, Jack Wolfskin



Better performance, fewer integration issues

HP RP7 Retail Systems make Jack Wolfskin's POS processes faster and more reliable. The all-in-one system and a range of peripherals – all from HP – are currently being installed at all of the outdoor clothing retailer's European stores as part of a step-by-step rollout.



Challenge

A modern POS system with Microsoft Windows

Jack Wolfskin is one of Europe's leading outdoor retailers, selling everything from technical clothing to shoes and equipment. The Idstein based company is Germany's largest sports franchiser, and is well known for its highly functional, user oriented, innovative products.

It recently decided that these high standards should also apply to its POS system. The company currently has over 500 franchise stores in Europe, with a total of 900 when you include those in Asia.

In order to improve its customers' shopping experiences and better reflect its distinctive 'At home outdoors' concept, all of the retailer's stores have been undergoing a gradual modernisation process. This has included the introduction of a new POS system – the HP RP7 Retail System Model 7800, a compact, all-in-one, touchscreen device.

"The old POS systems were really starting to age and needed replacing for many reasons, not least because the performance was no longer sufficient for our multichannel ERP system," says Thomas Zielinski, IT infrastructure manager at Jack Wolfskin.

The company's POS system – Microsoft Dynamics Retail Management System (RMS) – is connected to a central Microsoft Dynamics ERP system which covers all of its global finance, purchasing, sales, logistics, marketing and service processes. Microsoft Dynamics also features a comprehensive BI system which can be used to access all of the company's figures.

There is even a direct link between Microsoft Dynamics RMS and the Jack Wolfskin online shop: customers who find the perfect jacket or pair of hiking boots on the website can not only order them online, but also easily see if they are in stock in a nearby store and reserve them. This ensures that the item is available when the customer comes into store to try it on.

The vital role Microsoft Dynamics plays in the business meant that any new POS solution it installed needed to run Microsoft Windows 7. Zielinski decided to take his search to the EuroCIS international retail trade fair in Düsseldorf. "We saw the HP RP7 Retail System Model 7800 at HP's stand, and the fact that it was a complete system, including peripherals, caught our eye straight away. It also had a very powerful processor that we knew would be able to resolve our performance bottlenecks," remembers the senior IT manager. "HP is also the strategic partner for our backend, and we have always been completely satisfied with the level of service we have received from them. So we were very pleased to find that they also make POS systems."



Solution

HP RP7 Retail System Model 7800 with peripherals

Despite the HP RP7 Retail System Model 7800 making such a good impression on Zielinski, the team continued to look at other POS solutions in order to get a clearer picture of what was available on the market. The outdoor retailer eventually narrowed its shortlist down to two solutions. There were two critical factors that finally tipped the scales in HP's favour: the high performance provided by the Quad-Core Intel® Core™ second generation processors, eight gigabytes of RAM and 320 gigabyte hard drive, and the high degree of compatibility with the retail peripherals.

“As HP provides everything itself, we didn't need to worry about integrating all sorts of different devices and resolving interface issues. If a component doesn't work the way it should, we simply ask HP,” says Zielinski. “It is also a real benefit for us to have everything from the backend to the POS provided by the same company.”

The Jack Wolfskin store in the CentrO shopping centre in Oberhausen was chosen to put the HP RP7 Retail System through its paces out in the field. “The tests were successful and the performance was as good as we had hoped. Our decision was made,” remembers Zielinski.

Some 100 Jack Wolfskin stores have been equipped with the HP RP7 Retail System Model 7800 since the rollout started, and a further 50 systems are currently waiting to be installed at new or renovated stores. The company plans to have rolled out the devices to all 500 of its European stores within the next one to two years.

All of the systems include the same peripherals. The first of these is a resistive 15-inch touchscreen for the sales assistants and an additional compact, two 20 inch display which shows the customer all of the price and product information they need. Next is an HP Linear Barcode Scanner which can read the 1D barcodes on price tags, even if they are damaged or poorly printed. It can also read codes on mobile devices, so the stores can now accept vouchers and loyalty offers that its customers have received via email or text message. The scanner comes with a stand which enables the assistant to switch quickly and easily between handheld and presentation scanning, thereby increasing their productivity.

Another crucial device is the HP Retail Integrated Dual-Head MSR magnetic card reader which enables the assistants to accept credit card and store card payments. The customers' receipts are printed by the compact HP USB Thermal Receipt Printer, and a robust HP Standard Duty Cash Drawer completes the system.

Customer solution at a glance

Application

Microsoft Dynamics Retail Management System (RMS)

Hardware

- HP RP7 Retail System Model 7800
- HP Retail Integrated Right Dual-Head MSR
- HP RP7 15-inch Resistive AFD
- HP RP7 VFD Customer Display
- HP PUSB Thermal Receipt Printer
- HP Standard Duty Cash Drawer
- HP Linear Barcode Scanner

Software

- HP Windows 7 Professionals

Benefits

High performance and fast setup

Jack Wolfskin is very satisfied with the HP RP7 Retail System Model 7800: "As well as the excellent degree of compatibility between the device and the peripherals, we are also really impressed with the level of performance," says Zielinski. "We no longer get people complaining about our POS system and the applications associated with it. Losing sales due to systems failing is also a thing of the past as the new devices are so reliable."

"If a store's HP RP7 Retail System needs to be replaced, we can simply post them a new one, preconfigured. The cabling is so simple that the employees can install it themselves – you don't need to be a specialist to understand it. This means that we no longer have to send members of our IT team out to the stores."

– Thomas Zielinski, IT infrastructure manager, Jack Wolfskin

The solution's modern design is another big plus for the IT manager: the POS system blends in with the new, modern shop fittings and only takes up a small amount of space on the sales counter.

This compact size, ease of operation and simple peripheral integration has made the whole solution an excellent investment for Jack Wolfskin. Zielinski: "If a store's HP RP7 Retail System needs to be replaced, we can simply pre-configure a new one at our headquarters and post it to them. The cabling is so simple that the employees can install it themselves – you don't need to be a specialist to understand it. This means that we no longer have to send members of our IT team out to the stores."

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