

case**history**



DENNER

CLIENT

Denner AG

SECTOR

Retail

EMPLOYEES

3,700

TURNOVER

2,833 million Swiss Francs

WEB SITE

www.denner.ch

ZUCCHETTI'S SOLUTION:

POS Solution

**The discount store
becomes digital
with Zucchetti's POS solutions**

Founded in 1969, Denner AG is now the leading discount store chain in Switzerland and the country's third largest supermarket with 11.4% market share. Denner's assortment includes a careful choice of articles for daily use, of which 75% are branded articles, whilst the rest consists of its own products sold under the umbrella brand Denner. In addition, the company offers special weekly supplements to the assortment. Nowadays, there are more than 460 official Denner stores and further 316 supermarkets belonging to the Denner Satellite and Denner Express Franchising, where thanks to over 1.750 tills, the same brands and quality of service are offered.

 **ZUCCHETTI**

www.zucchetti.com

CLIENT'S REQUIREMENTS

Denner AG needed to simplify its processes and adopt a system that guaranteed flexible features and quick service, besides accurately recording transactions, allowing fast payments and having complete information at any time. Moreover, the discount store needed a flexible architecture to add more features to its normal till system, in order to set and launch different promotional actions in all the branches belonging to the organization across Switzerland.

ACCOMPLISHED PROJECT

Zucchetti's TCPOS POS solutions were first installed in Denner Locarno with all its most renowned features, including the innovative Promotional Engine, a powerful solution designed for shops and supermarkets aiming at establishing a direct connection with their customers, increasing customer loyalty by mean of new promotional offers and discounts. Furthermore, Zucchetti's staff developed new customizations like a fully-functional Navision interface, an age verification system for preventing alcohol sales to minors, a precise return merchandise process management and improved sale list layout.

Denner chose Zucchetti because of the high quality features of its system: a flexible architecture and configuration, fast training times, user-friendly and the fact that it

supported a vast array of peripheral devices. Nowadays Denner is therefore supported by a centralized server that remotely manages the whole IT area of all single outlets, which no longer have the burden to be responsible for saving data. Shops are provided with tills and PC work-stations but everything is managed by the central server linked to the shop via web. When tills are working, all transactions are transmitted in real-time to the central server and this translates them in meaningful profitable savings in terms of costs for the management of informative systems. At the beginning, operators were really concerned about the novelty, but as soon as their hands-on training was complete they appreciated how much simpler and quicker the new solution was compared to the old one. All staff members are now very happy about the way articles are grouped and the new professional and clear look and feel of sale lists.

WHY ZUCCHETTI?

Reto Gautschin

Sales Manager at Denner Lugano

We found in Zucchetti a serious and reliable partner, which developed together with us a professional and customized till system that satisfies our company requests and customers' daily needs by starting new actions day by day.