

case history



A POS for natural body care

CLIENT

Kneipp

SECTOR

Retail

NO. OF EMPLOYEES

**500 employees worldwide
(370 in Germany)**

TURNOVER

€ 290,000

WEB SITE

www.kneipp.com

SOLUTION:

POS solution

Kneipp is a leading provider of natural body care, nutritional supplements and bathing products. Its own Research and Development department works closely together with scientific institutions and develops patents and new active principles. The German company, in fact, offers consumers uniquely effective, innovative and natural concepts for health and well-being based on the five pillars "water, nutrition, exercise, plants and balance" of the holistic teachings and knowledge of founder Sebastian Kneipp. Today, Kneipp is a modern, globally active company and its products can be found throughout Europe, Asia, New Zealand, and now within the United States of America.

CLIENT'S REQUIREMENTS

Kneipp was searching for a POS Solution that could manage all store transaction workflows at a global level, with the ability to easily integrate into their Omni-Channel strategy, to support their global corporate structure and integrate into their SAP ERP systems. All interfaces between the POS System, the Online Shop and SAP ERP are built via a data hub called "E2E Bridge". Additionally, the POS solution had to have a flexible and adaptable pricing/promotional engine to compete in the local retail markets where they operate. The main challenge in this project was the short timeline for implementation and development of all the integration points.

ACCOMPLISHED PROJECT

In only two months, Zucchetti and its systems integration partner, RedIron Group, were able to seamlessly deliver a POS solution, including a certified EMV payment processing used by Kneipp, for the first time integrated with Zucchetti's POS systems provided by TCPOS.

Kneipp implemented two POS terminals in each of the first eight stores with a marketing customer display, leveraging on the smart POS architecture and cloud-based centralized server and database. Together with Zucchetti's powerful pricing and promotional engine, the stores can operate in off-line mode if the wide-area network or server loses connection to the POS terminals. Moreover, thanks to Zucchetti's module "TCPOS Promotion", Kneipp can easily activate and monitor special offers and promotions in real time and with the maximum efficiency from the central office, greatly improving customer retention. Setting up promotions is intuitive to learn for management, and discounts will be applied automatically on the items sold during the transaction. At the same time, inventory information is managed by Zucchetti's Stock Control module, which processes the items directly against the inventory position during the sale transaction. This means Kneipp staff can control the availability of the product in real time and the exact number of remaining items are shown directly on a button on the screen of the POS and links to store's inventory.

WHY ZUCCHETTI?

**Nico Karges, Zucchetti GmbH
Senior Sales Consultant**

"It has been a great experience working in collaboration with our local systems integrator with this global implementation. Zucchetti GmbH started working with Kneipp Germany and coordinated the work in the US with the RedIron Group and Kneipp USA. Even with the time-zones challenges, activities were performed timely and with accuracy. The first phase of the project successfully implemented the first eight stores in the US, while the next phase will involve the implementation of about 100 stores across the US and 200 POS terminals. Zucchetti GmbH managed all project and system configuration activities from Germany, while coordinating the physical and local POS configuration efforts with the RedIron Group in the US. Moreover, Zucchetti GmbH trained Kneipp Germany corporate administrative users, while in the USA, our SI partner, RedIron trained Kneipp local head office team and stores operators."