



CASE STUDY

Kappahl

A POS solution that evolves with business

“We have always been keen on using technology for improving our efficiency and we are constantly upgrading in order to take advantage of the latest technology available. In fact, our new POS system is our 3rd since the early 1980s. In our latest renewal project we combined the introduction of Extenda Retail with replacement of old hardware and a complete change of infrastructure. As opposed to the old and rigid terminal based system we now have a modern, flexible system with autonomous cash registers and all the new functionality we wanted – including a lot of indispensable KappAhl legacy functions. We also got a communication system and modern hardware. All in one go!”

- Nils Söderberg, CIO KappAhl

Background

In 1953 Per-Olof Ahl opens his first store – Kappaffären (The Raincoat Shop) – in a basement on the outskirts of Sweden’s second city, Gothenburg. Under the motto of “Good Quality at Low Prices” business blossoms. At regular intervals Per-Olof fills a bus with his raincoats and sets out on periodic sales forays around Sweden. Since those days, the company has grown to become one of Scandinavia’s largest fashion retailing chains with some 280 stores in Northern and Central Europe.

Acquired by KF (Coop) in 1999 KappAhl continues to grow and develop, founding its business on the concept Per-Olof Ahl laid down almost half a century before: KappAhl exists to provide good value fashion for smart dressers.

Forces for change

The previously installed POS system was terminal based with the cash registers totally dependent on the back-office computer. If the backoffice machine failed, the cash stopped and all shop business came to a complete standstill.

In addition, the hardware was getting old and difficult to support. It became expensive and hard to find simple spares and consumables such as matrix printer ink-ribbons.

Finally, the dialled-up modem connections used for communication between stores and HQ had to be replaced with higher capacity fixed lines.

Extenda: A total solution

– We needed a vendor who could take on the whole project and deliver a system flexible enough to cope with business changes, says Nils Söderberg, KappAhl’s IT Manager.

– Extenda was well established locally and could present an attractive total solution of which the POS system and its adaptations was one part. But Extenda was also able to deliver and install all new hardware and take part in the new communications infrastructure. And the work had to be done with the old system working in parallel.

– Today Extenda Retail is installed in all 250 stores, totalling some 1,000 independently working cash registers. We don’t have to worry about the central functions. The POS terminals always run and we have now got a system that can grow with us..

Kapp-Ahl Business Profile

- One of Sweden’s largest fashion and apparel chains with more than 250 stores in Sweden, Norway, Finland, Poland and the Czech Republic
- Evolves on the concept: “Good value fashion for smart dressers”.
- Has a mission to bring the opportunity to dress well to as many people as possible
- Primary focus on modern women’s, men’s, and children’s fashion

Extenda deployment

- Change of all store hardware
- Installation, test & roll-out of POS system in parallel with the installation of local networks and high speed communication lines
- Training of all super-users in all countries

Extenda products

Extenda Retail POS Application
Extenda Retail BackOffice

Observed benefits

- Very easy to learn. Operator training reduced to 1/4
- Very few support requests
- Smooth EFT integration
- Lower TCO