How Are **Efficient POS Operations** Helping a Lifestyle Brand Grow?

Reaching out to new customers with eight retail outlets across Germany

Well-known for its iconic restaurant located in the dunes of Sylt, Germany, Sansibar Stores has evolved into a fast-growing lifestyle brand. Through its online store and retail outlets, the company sells more than 1,500 wines, as well as food, clothing and accessories, and a range of branded merchandise. To support its growing operations and improve customer service, Sansibar Stores wanted to streamline its sales processes. For this reason, it decided to deploy a point-of-sale (POS) solution to accelerate transactions both online and in retail stores.

THE BEST RUN SAP

With integrated sales processes, Sansibar Stores achieved 100% visibility of purchasing data

With the SAP® Customer Checkout application, Sansibar Stores was able to:

- Monitor sales in real time and react quickly to resolve issues
- Establish smooth integration between the retail store and the company's SAP ERP application
- Manage pricing more effectively with customized discount rules and time-related prices
- Simplify master data management using IDoc technology
- Streamline the purchasing process, with customers able to pay using cash, a voucher, or a payment card
- Process sales from multiple locations with a single, unified solution
- Improve cost control, thanks to improved data visibility
- Increase the efficiency of day-end closing

"Our implementation of SAP Customer Checkout went very smoothly. We are now able to **offer customers a faster service – from handling returns to using special discounts**. We are also pleased with the integration of information across our outlets and our Web shop."
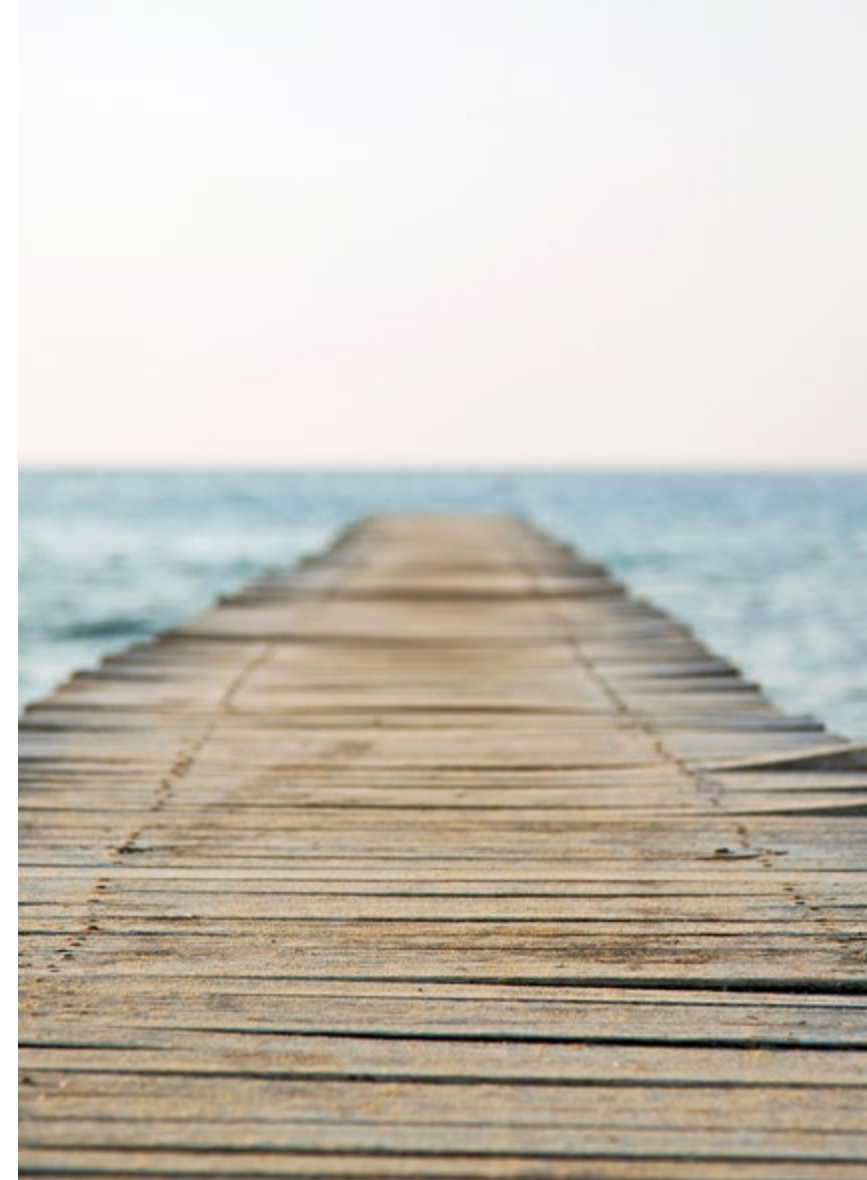
Herbert Seckler, Owner, Sansibar Stores

Sansibar Stores
Rantum, Germany

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SAP Customer Checkout application

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