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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 



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

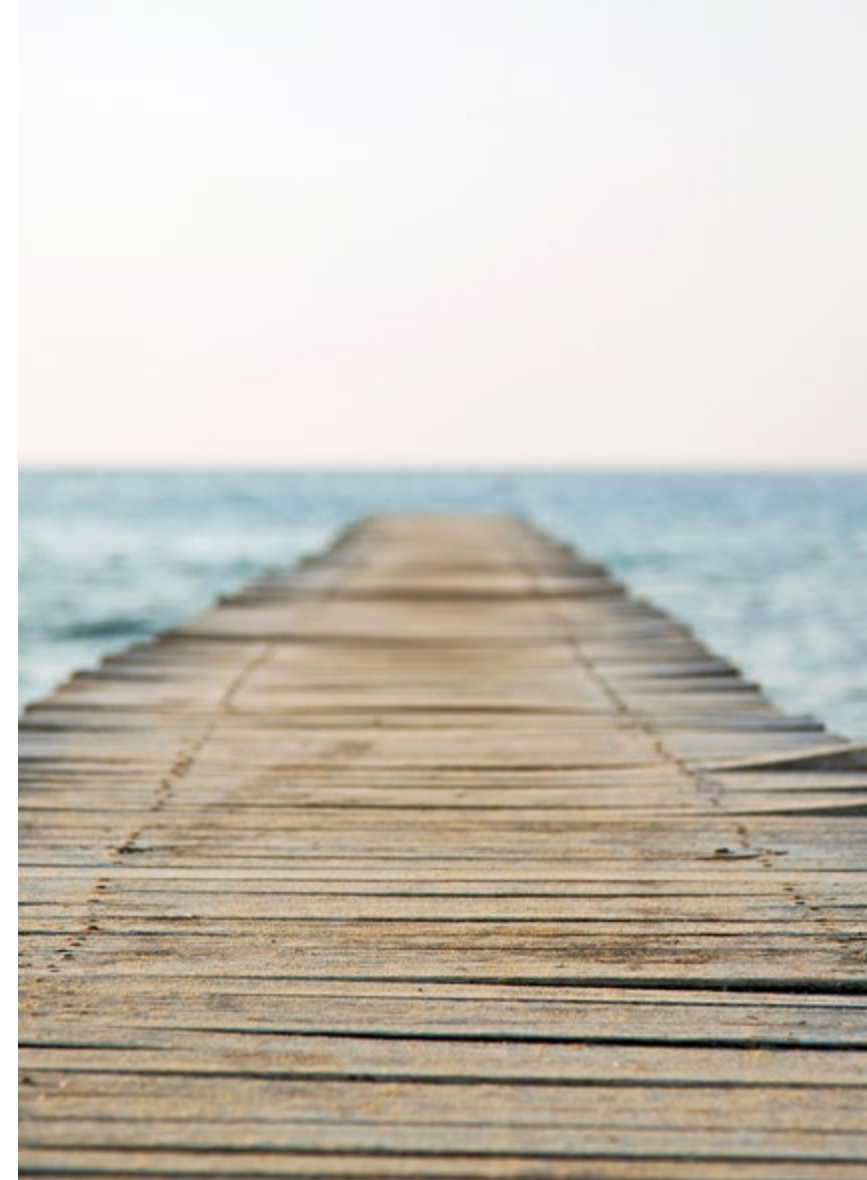


Sansibar Stores
Rantum, Germany

Industry
Retail

Featured Solutions and Services
SAP Customer Checkout application

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