

The image shows a large, stylized white 'oome' logo mounted on a vibrant pink wall. To the right, a glass partition reveals the interior of a retail store, where several people are visible walking through aisles. The store's interior features more pink and white decor, with bright lighting from the ceiling.

# Seamless Expansion in Southern Africa

SAP Store Solutions by GK for Massdiscounters



## Quick facts

### The challenge

- › Implementation of future-proof POS system in 12 countries
- › Seamless integration into SAP environment
- › Additional customized POS requirements
- › Multiple projects are run in parallel

### The solution

- › SAP Store Solutions by GK

### About GK Software SE

- › A leading international developer and vendor of standard software for the retail sector
- › Comprehensive suite of solutions for all store processes from a single supplier
- › Over 325,000 installations globally, in more than 60 countries
- › In productive operation within leading national and international retail chains

*"GK Software has significantly improved our productivity through the checkout lanes. Our customers are extremely pleased with the new experience, the services and functionalities we offer at our point of sale."*

Mark Huxtable  
CIO Massdiscounters

## Seamless Expansion in Southern Africa

Massdiscounters is located in South Africa and operates the two retail formats DionWired and Game, which together run around 170 stores in 12 Southern African countries and two online shops. It is part of Massmart Holding Ltd., one of Africa's largest retail groups. To satisfy their customers' needs and drive the expansion strategy, Massdiscounters has chosen SAP Store Solutions by GK as part of a multi-level SAP integration project.

Massmart bought DionWired, an electronics and appliances speciality store in 1993 and Game, a discount retailer of General Merchandise and non-perishable and dry groceries for home, leisure and business use in 1998, merging them a year later. Both retail formats employ almost 13,000 people and are moving into a fully integrated SAP environ-

ment including the SAP Hybris marketing and online store connection. The implementation of SAP Store Solutions by GK was the first step of the collaboration and replaced the more than 35 year old self-developed POS solutions.

## The Solution

### Future-proof

To follow its international growth plans, Mass-discounters needed to replace its outdated POS system which lacked innovation and scalability to support new business requirements. With their focus on future retail developments and SAP integration, GK's store solutions were the perfect match for the two retail formats. The customization requirements were high to enable trading in this environment, for example the POS solutions ability to sell TV licenses, airtime and other value added services.

### Central solution and Fiscalization

In order to get real-time information from every store in each of the 12 countries, all POS systems are connected directly to one central server at the Massdiscounters headquarters. From the beginning, the retailer was looking for an

integral centralized solution to manage its entire store network. Three of the 12 countries, Kenya, Malawi and Tanzania, have special fiscal rules. The integration of such specifications is a standard procedure, not an exception.

GK is now live in

**12 African countries!**



## Fast Rollout, Happy Staff and Outlook

### Live in 14 months

After the project was launched in November 2014, the first pilot store at game went online in September 2016 with almost the entire SAP Store Solutions by GK. The rollout to 166 stores started at the beginning of 2017 in South Africa, followed by further southern African countries. In November 2017 we were live in Botswana, Ghana, Lesotho, Mozambique, Namibia, Nigeria, South Africa, Uganda, Zambia and the fiscalization countries Kenya, Malawi and Tanzania.

### Faster transactions

Massdiscounters instore staff was very excited about the new POS system and its intuitive handling. The training was conducted by the customer's in store management team. Massdiscounters has already managed to save staff cost through faster transactions, minimize cost with streamlined stock take processes and generate additional sales with Value Added Services

like pre-paid electricity, municipal bill payment or data packages for mobile internet.

### Further steps

Massdiscounters is actively expanding new services to their customers with additional requirements such as the integration SAP Mobile Consumer Assistant by GK, SAP Mobile POS by GK or SAP Hybris. Due to the successful project at Massdiscounters, we were given the opportunity to commence another project within the retail corporation.



**GK SOFTWARE SE**

Waldstraße 7  
08261 Schöneck  
Germany

**P** +49 37464 84 - 0

**F** +49 37464 84 - 15

[info@gk-software.com](mailto:info@gk-software.com)

[www.gk-software.com](http://www.gk-software.com)

**Office Switzerland**

Überlandstraße 105  
8600 Dübendorf  
Switzerland

**Office Russia**

ul. Marshala Rybalko  
Building 2, 6th floor, room 1  
Moscow 123060  
Russia

**P** +7 495 640 39 94

**GK SOFTWARE USA, Inc.**

9121 Anson Way  
Suite 150  
Raleigh, NC 27615  
USA

**P** +1 984-255-7995

**GK Software Africa (PTY) Ltd.**

2nd Floor Block A  
Corner Main Office  
2 Payne Road  
Bryanston, Gauteng 2170  
South Africa

Tel.: +27 11 568 3336



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