

Case Study | PKZ

Multichannel E-commerce for 24/7 real-time business with Scheer PAS

The PKZ Group extended its classic business model with a modern E-commerce concept. The leading Swiss fashion retail chain used Scheer PAS to transition its order processing from batch operation to 24/7 real-time business involving all available sales channels.

Challenge

- Changed buying behavior of consumers
- From in-store business to multichannel E-Commerce
- Transition from batch mode to real-time processing

Solution

- Adaptation of existing ERP for real-time processing
- Cloud services for CRM, payment, goods returns, etc.
- Data, service and process integration with Scheer PAS

Benefits

- Scheer PAS as glueware is the universal communication hub
- All stakeholders are permanently involved
- Easy quality management for sales data

PKZ

PKZ Burger-Kehl & Co. AG

PKZ Burger-Kehl & Co. AG, with headquarters in Urdorf, Switzerland, is a family business in the fashion retail sector. It consists of the fashion retail chains PKZ Men, PKZ Women, Paul Kehl, Blue Dog, and the online shop PKZ.CH. The Group is still family-owned and employs approximately 600 people.

“With Scheer PAS, we have total control over each individual step in the restructuring of our sales processes.”

Peter Temperli, CFO PKZ Group

From classic in-store business to 24/7 multichannel supplier

In the past, PKZ was a classic chain store operator. Revenue was collected via point-of-sale systems and the business was managed using a custom-developed ERP system that processed transactions once each day in batch mode. The company's website was primarily intended as a brand support.

Huge changes in customer behavior and the desire to improve the customer experience led to the decision to switch to a modern 24/7 multichannel E-commerce approach. It was hoped that synergies between its brick-and-mortar retail stores, the online shop and the customer loyalty platform, would improve the shopping experience for consumers and increase their loyalty. In the future, customers would be able to order online and pick up the merchandise in the store. It would be possible to return goods purchased online to the high-street retail stores, and also credit bonus points.

This transformation from batch mode to modern multichannel E-commerce was a significant undertaking. Substantial modifications had to be implemented at the levels of business processes, the organization, as well as the underlying systems. At the same time, the modernization initiative was not to interfere with ongoing business – a big challenge.



Old and new, cloud and on-premise

To accelerate this transformation, PKZ decided not to replace essential systems such as the existing ERP, but to reuse and adapt it for real-time operations. Other basic business functions were to be replaced by cost-effective cloud services, such as the new CRM, payment processing, credit references or return logistics.

In this project, Scheer PAS was the central data hub for linking the new systems to the existing ERP system. The model-based approach offered stakeholders from business and IT a user-friendly communication basis for business-oriented process integration.

Planning success with proof of concept

The PKZ decision. With a proof-of-concept, the company wanted to make sure that Scheer PAS was the right solution for them. The quality management of sales data was chosen as the sample process. The goal of this process was to isolate inconsistent sales information for manual correction during the transformation of point-of-sale revenue processing from batch mode to online business. In the proof-of-concept, the key business functions were implemented to production readiness in only three days. PKZ was convinced.

The proof-of-concept confirmed the technical and organizational feasibility of the modernization initiative. It laid the foundation for the introduction of a customer loyalty program and the associated cloud-based CRM, as well as the launch of the new e-shop. Two critical milestones that have been completed successfully.

About Scheer PAS

Scheer PAS is an innovative software company helping companies to implement necessary changes in processes and applications as easily and quickly as possible as part of their digitalization efforts.

Let's talk change!