



UGO trade s.r.o. with more than 60 shops in Czechia and 11 in Slovakia was searching the market for a POS solution for its salad bars and freshbars that would be intuitive and user-friendly, would accelerate the sales process and allowing central management of both the company's own shops and franchise shops. The company set itself the following goals:

- accelerate the process of completing a cash transaction – ideally in less than 10 clicks
- improve the oversight over personnel in the shops
- centrally manage the entire network in both countries and have a perfect overview of shops and sales while also being able to manage each shop individually
- use a clearer, more intuitive food menu at the cash register
- more effectively manage price exceptions for goods
- link upsell goods to a specific product
- clarify management of gift cards
- introduce EDI communication and import of electronic orders
- consolidate all sales data from the entire sales network in a central SAP system

SOLUTION



The new solution had to ensure smooth running of the entire network of shops, allow its centralised management and enable future development and expansion.

The POS NG solution covers the sales needs for both aspects of UGO: its freshbars and its salad bars. The following systems are currently in full use: the latest POS NG system, the NG logistics client, TPOMM central system, interface for SAP. The implemented solution fulfilled the goals of the project and is prepared to continuously support the trends of modern retail for the future.

THE STORY OF THE IMPLEMENTATION



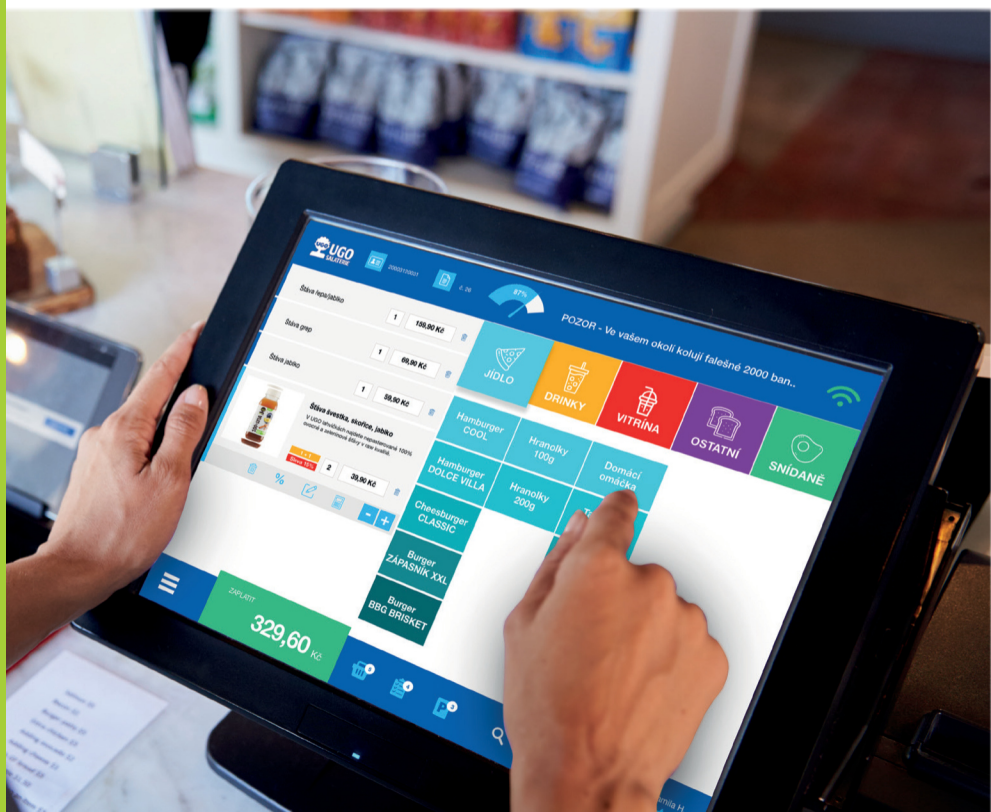
The collaboration involved consultants for the SAP system, who participated in interfacing data between the Kofola/UGO central ERP system and the POS NG system, and also involved a website contractor who integrated customer data.

Collaboration on the POS NG project was extensive; the project was very demanding for all parties involved not only due to personnel changes in the realisation teams, but also due to demands on new features in the POS NG system that were not originally planned and emerged only over the course of the realisation process due to newly arising needs. The work took place in an atmosphere of mutual respect between both realisation teams, who managed to resolve complex technical and operational situations and find solutions despite the complicated situation on the market caused by the COVID-19 pandemic.

30%
FASTER SERVING
OF THE CUSTOMER

6
CLICKS ON AVERAGE
TO PROCESS
A CUSTOMER

50%
MORE EFFICIENT
USE OF THE CASH
DESK SPACE



RESULT

The client's expectations were met; the system went live and fully replaced the original solution.

"The new point-of-sale system brought clarity and simplicity to our sales process. On one hand, it allows us to accurately perform all logistical operations, thus eliminating losses previously caused by inventory differences. On the other hand, we are able to serve our customers much faster and offer them more healthy products over the course of the shopping process," says **Marek Farnik, general manager of UGO trade s.r.o.**



MAIN BENEFITS

- **Improving the UGO headquarters' oversight over all processes in shops** centralisation of prices and promotional events
- **Central overview of sales in both the company's own shops and in franchise shops in Czechia and Slovakia**
- **Logistical operations and their precise execution**, adherence to daily processes resulting in a major reduction in inventory differences
- **Oversight over processes when serving a customer**: quality of the service, quality of the assortment, how quickly a customer is served – intuitive food menu significantly accelerated the sale process
- **Consolidation of data from all shops** in a central SAP system and their evaluation by SAP – BW tools
- **System open to new marketing challenges in the fast food and healthy food sector**



ALL SALES DATA
IN THE CENTRAL
SYSTEM



IMPROVED OVERSIGHT
OVER DAILY PROCESSES
AT THE POINT OF SALE



ACCELERATION
OF SALES
PROCESSES



SAVINGS WHEN
ACCOUNTING
INVENTORY DIFFERENCES

NG Retail s.r.o.

is a young company building on a 30-year tradition of supplying specialised software solutions for retail. Thanks to a team of experienced senior consultants, the company aims to bring existing and future clients user-friendly solutions that are tailor-made for their business, help accelerate its running and grow it further so that it is ready for any changes that come hand-in-hand with modern retail. Its latest product is the POS NG cash register, which is currently the most modern solution of its kind on the market and is capable of serving both the non-food segment (fashion, toys, sports, tobacco...) as well as the fast food sector.

UGO trade s.r.o.

UGO is a Czech company founded in 2005. In 2012, the whole network of UGO bars was acquired by Kofola ČeskoSlovensko a. s., which later merged it with the Mangaloo network of freshbars and salad bars it acquired in 2014.

The company currently runs more than 60 shops in Czechia and 11 in Slovakia and aims to expand the network even further. UGO offers food and drinks based on fresh fruit and vegetables. Its assortment also changes with the season. This healthy concept helps maintain a natural balance not only in diet, but also in lifestyle, and is very popular among all age groups.

www.ugo.cz

