

Expo chooses POS-solution from Unisoft

John Burggraaff, financial director of Expo about the Expo formula: “With atmosphere and the products we would like to touch the emotions of the people. From the need people have to love the need to share and give develops. “Loving, sharing, giving, caring” as our slogan says. We are looking for products that match this thought like posters, wish cards, teddy bears, photo frames, birthday cards. Actually too much to mention. But they are happy and trendy gift-products someone could give to express his or her love or respect in a special way. Of course there are people who want to buy something for themselves. Besides that we also have school-products and photo frames in our assortment. In the stores there’s a lot of attention for adventurous, fun and comfort for the customer.” The store concept adapts to the emotion of the customer. Meanwhile Expo exists for 15 years and has 120 stores in large cities. For the coming years Expo aims at opening between 30 and 35 new stores. The expansion will primarily be realized abroad. Expo changed in 2007 to Point-of-Sale software from Unisoft on IBM POS-systems and mySAP All-in-One SURE for Retail to efficiently realize the aimed at growth.

Efficiency voordelen met SAP gaf de doorslag

John Burggraaff: “We were looking for a user friendly Point-of-Sale solution which could be joined with SAP All-in-One SURE for Retail and could be used online. The Point-of-Sale software (POSFlow) from Unisoft satisfied this need. This gives us the ability to online use the pay desk for customer processing, stock information, stock-tacking and returned goods administration. At the head office the solution foresees in the following functionalities: sales, store and distribution, financial administration and pay desk control. The fact that Unisoft has many foreign references supported our decision to cooperate with Unisoft. The pay desks are multi-lingual and are able to operate in any country where

Expo is active. Because of the easy customer payment in POSFlow it’s possible to work online quick and efficient, help customers faster and provide more service to the customer. Our sales employees could use the pay desk immediately and are pleased with the user-friendliness and speed. Because of the integration between POSFlow – the Point-of-Sale software from Unisoft – and mySAP All-in-One SURE for Retail we expect processes in our stores to run more efficiently.