



Hunkemöller chooses Point-of-Sale solution Unisoft

Hunkemöller is part of Maxeda (formally known as Vendex KBB B.V.). Hunkemöller has been the ladies underwear specialist for 120 years and consists of 340 stores in the Benelux, Germany, Denmark, France and Curacao. In 2007 Hunkemöller aims at expanding in the existing countries. Besides that Hunkemöller also opens new stores in Spain and the Middle-East. Recently Hunkemöller has chosen the Point-of-Sale software from Unisoft.

Ease-of-use and experience with international retailers most important criteria

Roland van Korten Hof, IT Manager: “We were looking for an user friendly Point-of-Sale solution which could be used in all countries where Hunkemöller is currently operating. The ease-of-use of the Point-of-Sale system from Unisoft was obvious during the selection process. Also the fact that Unisoft has many international references in the fashion line was decisive. Besides that there was a match between the company cultures and the total investment matched with our budget”.

Van Korten Hof continuous: “The settlement process seemed – thanks to the nicely shaped touch screen pay desk – very easy. Besides that the Point-of-Sale foresees lots of functionalities like requesting stock information, consulting the intranet as well as sending email and conducting hour registration directly from the Point-of-

Sale. It is also possible to use the Point-of-Sale online for central functionalities like requesting stock information. Changes in the stock data are processed real-time, which provides us with up-to-date information. With the new POS solution we are more flexible and we can tune a new branch faster. This is essential because we are planning to open 84 stores next year. The Point-of-Sale solution from Unisoft perfectly matches our needs and is crucial to realise the necessary growth. Besides that we are pleased about the contact. Unisoft is a pragmatic company with short lines and anticipates very well on demands and developments.”