



O'Neill very satisfied with store solutions Unisoft

O'Neill was started in the iccold waters of Northern California, when a young man named Jack O'Neill and his unrestrained passion for surfing, found a way to get a hold on nature. In 1952 Jack pioneered with the first neoprene wetsuit and opened the world's first surf shop in Santa Cruz. Although since the beginning many things have changed, Jack's vision to develop Innovative and functional clothing for "board riding" still is the basis of the company. From the first neoprene wetsuit in 1952, the first board shorts without stitches to a vast line of in clothing incorporated electronics; innovation remains the fuel which keeps O'Neill moving.

The corporation O'Neill

O'Neill Europe is a corporation of 200 people who is licence-holder of the brand name O'Neill. She is active in 32 European countries. O'Neill Retail is a division of O'Neill Europe and is responsible for retail. There are 12 people working at the head office in Warmond. Presently O'Neill has 41 shops in The Netherlands, Germany, Belgium, United Kingdom, Portugal, Spain and Andorra. In October a new shop concept is launched in Antwerp. The roll out takes place with a strong focus on The Netherlands, Belgium, Germany and France. The most important company objectives are putting large quantities in the market, carrying out the brand name and learning from the products that have been sold to the customer. Since 2005 O'Neill have used the backoffice-, POS- and Management Information solution of Unisoft.

Unisoft was the best in the selection procedure

Peter Ottervanger, Managing Director tells enthusiastically: "In 2005 we started a selection procedure for a Retail Information system. Unisoft proved to be the company that was able to fulfil our wishes and requirements.

Especially the ease-of-use and the plurilingualism of the Point of Sale was crucial. The recommendations and the no-nonsense culture of Unisoft were important to us in making a decision".

Retail Solutions crucial in controlling an organisation

Anton Langelier, IT-Director of O'Neill, the need of retail solutions: "Retail solutions are the basis of our organisation. The merchandising solution of Unisoft supports all our company processes, like planning, purchase, goods received and stock control. To O'Neill retail solutions are indispensable. We are able to manage our company in a more simple and efficient way." Ottervanger tells about the other solutions and corporation with Unisoft: "The (online) touch screen Pos is super: clarifying and simply to serve. The management information gives us vast report possibilities, more information about our stock, sales etc. Every Monday we discuss the reports. We are very positive about the possibilities of the software and the corporation with Unisoft. Unisoft is a reliable partner and together we form a good team."