



## Zeeman textielsupers satisfied customer of Unisoft for years

Zeeman textielSupers is an established name on the European market. In the Netherlands Zeeman textielSupers has 480 stores. In Germany (245 stores), Belgium (160 stores) and France (24 stores) customers can also go to Zeeman. Zeeman is an European sore chain. The company aims to gain the first place in Europe in the field of affordable textiles. That's why new stores are being opened almost every week. Zeeman textielSupers is expected to have 1000 stores in Europe in a short time.

### **The power of Zeeman**

André Unkel, IT-Manager of Zeeman textielsupers explains: "Zeeman textielSupers follows a strategy which can be defined with one word: simplicity. You will always meet simplicity at Zeeman's. No expensive packing, no luxury store interior, no complicate sales talks. The customer pays for products at Zeeman's, not for needless hotchpotch. As many as possible company processes are being carried out internally. Thanks to short communication lines and a high level of automation we are working very efficiently."

### **Store solutions Unisoft partly determined the success of Zeeman**

The fixed factors which determine the success of Zeeman are purchase, distribution and store solutions. About 977 stores in the Netherlands, Germany, Belgium and France work with an easy-to-use Point of Sale System of Unisoft. The next two years the POS systems in all stores will be replaced by the newest Point-of-Sale software (POSFlow) of Unisoft. All Zeeman stores are to work with the online Point-of-Sale solution in 2007. André Unkel continues: "Years ago we chose for Unisoft software, because Unisoft met our needs the best.

Unisoft developed custom-made software for Zeeman to satisfy our needs. Moreover Unisoft worked together for years with Anker Systems for customers and projects of this amount. Unisoft played the role of software partner and Anker filled in the role of international partner for system integration & service. We considered Unisoft as flexible supplier. Unisoft turned out to be flexible: the lines are short and there is always a quick response. The software of Unisoft enables us to control the flow of goods and money. Consequently we can make adjustments very quickly. POSFlow is even more easy-to-use than Minicash. Because of the simplicity of the application our sales employees are acquainted with the software very soon. Consequently the training costs are very low. This perfectly fits in our cost efficient strategy. Moreover the software is very stable. We nearly had no bugs for years. New functions are being added without problems. We are convinced that POSFlow will meet our needs like Minicash has done for years!"