

PRESS INFORMATION

Takko Fashion digitalises its stores with mobile data infrastructure

- ✦ Takko Fashion accelerates digitalisation in its stores by setting up a mobile data infrastructure with new devices and software
- ✦ The software bundles all central merchandise management functions in a user-friendly app
- ✦ The new data infrastructure marks the transition to Modern Work in the fashion company's stores

Telgte, 07.08.2023. The quality fashion discounter Takko Fashion recently equipped all its stores in Germany with new software for merchandise management in the shop business. For this purpose, the company has already installed around 1,570 new devices for mobile data collection. In the course of the year, around 2,200 devices with the new software will be added for all stores in the other 16 country markets of the fashion provider.

"The introduction of the new platform marks an important step in the modernisation of our system landscape. With the software, we are strengthening digital work in sales and further expanding our data infrastructure," says Bastian King, CIO Takko Fashion. In future, the software can be installed on any Android device. On the one hand, this enables the uncomplicated exchange of devices and future modernisation of the hardware, and on the other hand, the use of familiar elements and functions analogous to those of a smartphone makes it easy to learn how to use the software.

The new app bundles all the central functions of merchandise management in the Quality Fashion discounter's stores. This includes, for example, the filing of article information, documentation of incoming and outgoing goods, material orders and the implementation of price changes. "In IT, it is our task to develop processes and systems that support the work of our colleagues in the stores. Thanks to the improved, user-friendly interface and additional functionalities, we can further digitalise the work processes in our shops and make various activities easier," adds Florian Pohl, responsible for IT Omnichannel and Retail Systems at Takko Fashion. "While our colleagues still had to search for the correct articles for reductions in the past, for example, the mobile touchpoints and the new software now support them: the

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communication about the article reduction with all the essential information takes place in the shortest possible time via the device. In addition, the device gives acoustic feedback when scanning whether the corresponding item is to be reduced." The software is controlled centrally by the IT team at the Takko Fashion headquarters in Telgte. In the future, additional functions can be integrated into the app from there. These include, for example, reservation functions for individual items as well as the consistent digitalisation of all receipts in the mobile devices up to the central documentation of the data from the mobile touchpoints and the checkout in the cloud.

For the store software, Takko Fashion relies on the product apps4brand from the software manufacturer act'o-soft, which also developed the fashion retailer's checkout software. The devices used for mobile data collection of the type TC57 are from Zebra Technologies.

About Takko Fashion

Takko Fashion owns and operates almost 2,000 quality discount stores in 17 countries across Europe. In online as well as offline sales, the company offers quality fashion collections at an attractive price. As a member of the Fair War Foundation, the Partnership for Sustainable Textiles, and as a partner of the Better Cotton Initiative, Takko Fashion is committed to sustainable and responsible production conditions and improving cotton farming globally.

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