

ACTION: READY FOR EVEN MORE GROWTH THANKS TO THE XV RETAIL SUITE 5 POS SYSTEM



The international non-food discount retailer Action sells an impressive and extensive range of products at very low prices. With its success assured, it is seeking to grow even further by opening more branches in more countries. However, grand ambitions require the right support. That's where Ctac came in: it updated Action's point-of-sale (POS) system, loyalty system and supporting infrastructure.



The need for a future-proof solution

Action wishes to keep expanding in the near future, both in terms of its number of shops and the number of countries in which the discount retailer operates. This is why Martin van Dijk, Manager IT Delivery at Action, decided to critically evaluate the company's IT systems. Van Dijk: "Growth dictates that you should take various factors into account, such as a continuous flow of new employees, larger volumes of products to process on a daily basis, and new branches that need to be up and running in no time. That places a great burden on our IT systems, which is why we asked Ctac to help us devise a future-proof solution."

New version of XV Retail Suite

For several years, Action had been happily working with XV Retail Suite – the XV Retail point-of-sale system and Omni Customer Loyalty programme (OCL) offered by Ctac. However, to lay the foundations for further growth, Ctac and Action decided to develop a new version of XV Retail Suite. "Ctac developed the software at an

incredible pace. It then had to be supplemented according to our specifications, which included having the right product information for the right items, for example." This was followed by a pilot roll-out in around two hundred shops. Van Dijk: "After that, we had four weeks to roll it out in all of our shops. It was tight, but we managed it." The end result was that more than 1,000 shops were migrated within seven weeks.

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A desire for a central server

Ctac also redesigned the IT infrastructure as part of the project. Van Dijk: "We wanted a central server, so we can handle more transactions and data in the future and create a single point of truth." Ctac installed the new version of XV Retail on the XV Retail Online Server. "This means there are no servers in the shops, which reduces the maintenance costs", says Van Dijk. "The new version is also less prone to errors, as there is a direct connection to SAP." Action's loyalty platform was also updated. Action uses the platform to offer discounts to staff, among other things. Maximum discounts apply as stated by law. Thanks to the platform update, Action can now continue to comply with the law even if staff numbers rise sharply.

Effective, solution-oriented collaboration

With the implementation of XV Retail Suite 5 and the use of a central server, Action is ready for the future. "We are now extremely flexible", says Van Dijk. "We're able to process huge transaction volumes, while new branches can get up and running more quickly, as we only need to enter the address details in the system. Everything else is done automatically. In addition, we have 24/7 real-time insights into our branches' results and can keep prices, product ranges and software up to date with ease from a central location. We're also ready to serve our customers across all channels and with various retail innovations in the future." Van Dijk can reflect on a successful project: "Quite simply, it was a really effective, solution-oriented collaboration. Together, Ctac and our project team have delivered a highly impressive service."



Action is a fast-growing international non-food discount retailer, which sells more than 6,000 products at low prices in over 1,550 shops in the Netherlands, Belgium, France, Germany, Luxembourg, Austria and Poland. The retailer adds 150 new items to its range each week, and recorded total revenue of €4.2 billion in 2018.