

## **New IT solution in Fressnapf shops**

### **Optimising IT processes with Posiflex**

German franchise company Fressnapf has developed a new IT solution for its shops. The innovative solution contains a Posiflex TP-7015 touch terminal TP-7015 bundled with customer display PD-2501 and cashdrawer CR-4000.

Kicked off in January 2004, the roll-out of the new system is almost completed in Germany. By now, more than 300 Fressnapf shops all over Germany already use the Posiflex hardware running Linux Debian.

Together with Fressnapf Posiflex developed a customized version with special features like a cable extension set allowing easy installation in the shops, newly designed cash drawers with special security hooks and bill holders.

According to Bernd Hilgenberg, Fressnapf IT manager, the new system consists of elements that are exactly in tune with each other so that an ideal course of processing is guaranteed.

For Fressnapf and its franchise partners the main advantages of the new solution are simplification and unification of IT processes. Employees especially enjoy working with the clearly structured layout displayed on the bright 15 inch touch screen. Thanks to the user-friendly new system training of employees is less time consuming and expensive. All processes at the point-of-sale are easier, faster and more transparent.

Fressnapf have more than 500 shops in different European countries like Germany, Austria, Switzerland or the Netherlands and keep expanding. In this year, Fressnapf and Posiflex expect to install the 400<sup>th</sup> shop with the new hardware.