

Situation

GECO, a.s. operates the largest network of tobacco and convenience stores in the Czech Republic, with 600+ outlets across the Czech Republic, Slovakia, and Germany. The company had been running its legacy POS system since 2005. Over time, the system no longer met modern requirements for speed, flexibility, and SAP integration. GECO therefore sought a reliable partner capable of managing the continuous development and modernization of its POS platform.

Challenges

- **Network Scale:** Approximately 600 stores and thousands of daily transactions in high-volume retail locations, requiring maximum system reliability and performance
- **Secure Transition:** Migration to a new POS system w/o disrupting day-to-day operations, requiring the legacy and new systems to run in parallel during the transition period
- **SAP Integration:** Seamless communication with SAP ERP, SAP BW, and other systems through standard interfaces
- **Minimal Training Requirements:** An intuitive UI enabling hundreds of cashiers to use the system effectively w/o extensive training

Solution

- **Implementation of the POSIGNEO Customer Checkout platform**, built on a modern technology stack incl. **PostgreSQL, Vue.js, .NET Core**, and extensive expertise in SAP integration technologies (IDoc, REST APIs)
- **Flexible delivery model:** A dedicated project team, weekly statuses, an agile dev approach for rapid response to evolving biz requirements
- **Parallel operation** and phased rollout: Gradual deployment by country (CZ → SK → GER) without disrupting daily business operations
- **Key functionalities delivered:** Promotion engine, Loyalty management system, Fiscal compliance support (EET, eKASA, Fiskaly), Customer-facing display, Inventory management, Guided Selling, 3rd party integrations (TIPSPORT, EGIT, Bitcoin services)

Benefits

- **Continuous innovation:** The platform is continuously enhanced through agile development sprints, enabling regular deployment of new features without lengthy release cycles
- **Operational reliability:** A stable offline-first architecture ensures uninterrupted sales operations even during network outages
- **Near real-time data** availability: Transactions are transferred to SAP ERP and SAP BW with minimal delay, enabling timely operational and management decision-making

Products and services

- POSIGNEO Customer Checkout – Point-of-Sale (POS) system
- POSIGNEO Customer Service – Customer relationship and loyalty platform
- Middleware + solution for price lists, promotions, and authorization management
- Fiscal modules: EET (CZ), EKASA/DATAPAC (SK), Fiskaly (DE)

Future plans and development

- Introduction of a returns and claims management module
- Further enhancement of promotional capabilities
- Expansion of anti-fraud mechanisms
- Integration with e-commerce platforms



Industry

Wholesale and Retail Distribution of Tobacco Products

LoB

Sales
Finance & Controlling

Customer

GECO, a.s.

Headquarters

Prague, Czech Republic

Products and services

The largest wholesale distributor with nationwide coverage, operating the largest network of tobacco stores and vending machines in the Czech Republic. Distributor and retailer of tobacco products, food and convenience goods, newspapers, magazines, and other consumer products.

Number of stores

600+

System environment

- SAP ERP 6.0
- SAP BW
- SAP Analytics Cloud

Reference

Luboš Haspekl – SAP consultant