POSIGNEO Implementation

Implementation and Customization of a Modern Point-of-Sale (POS) System for PEAL a.s.

Situation

- **PEAL a.s.** is a Czech-owned trading company established in 1992. It operates a wholesale business specializing in tobacco products, wines, spirits, and cigars, as well as a retail network of **Don Pealo stores**
- The point-of-sale (POS) system, which had been in operation since 2008, no longer met modern requirements for speed, flexibility, and future development. PEAL sought a trusted technology partner capable of managing the continuous evolution of its POS platform

Challenges

- **Retail Network Scale:** Over 100 Don Pealo stores handling a high volume of transactions across convenience tobacco shops and wine stores, requiring maximum system reliability
- **Seamless Migration:** A secure transition without disrupting daily operations, requiring the legacy and new POS systems to run in parallel during the migration
- **SAP Integration:** Seamless integration with **SAP ERP** and other back-office systems through standard interfaces
- **Minimal Training Requirements:** An intuitive user interface enabling cashiers to adopt the new system with little to no formal training

Solution

- **Implementation of the POSIGNEO Customer Checkout platform**, built on a modern technology stack including **PostgreSQL, Vue.js, NET Core**, and extensive expertise in SAP integration technologies
- **Flexible delivery model**: Dedicated team, weekly check-ins, agile development style ensuring quick response to changes in customer requirements
- **Parallel operation:** Gradual rollout of stores without interrupting operations
- **Key features:** promotional engine, loyalty system, support for EET fiscalization, customer display, inventory, Guided Selling, and third-party integrations (SAZKA, payment terminals)

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 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)

Future plans and development

- Development of CRM and customer system
- Integration of age verification system



Industry

Wholesale and Retail Distribution of Tobacco Products

LoB

IT / Operations / Retail

Customer

PEAL a.s.

Headquarters

Prague, Czech Republic

Products and services

A network of 118+ Don Pealo retail stores (tobacco & press, wine shop & tobacco), 6 distribution centers, nationwide wholesale coverage

Number of stores

118+

System environment

- SAP ECC (ERP)
- POSIGNEO Customer Checkout

Reference

Petr Střelka – IT Director,
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