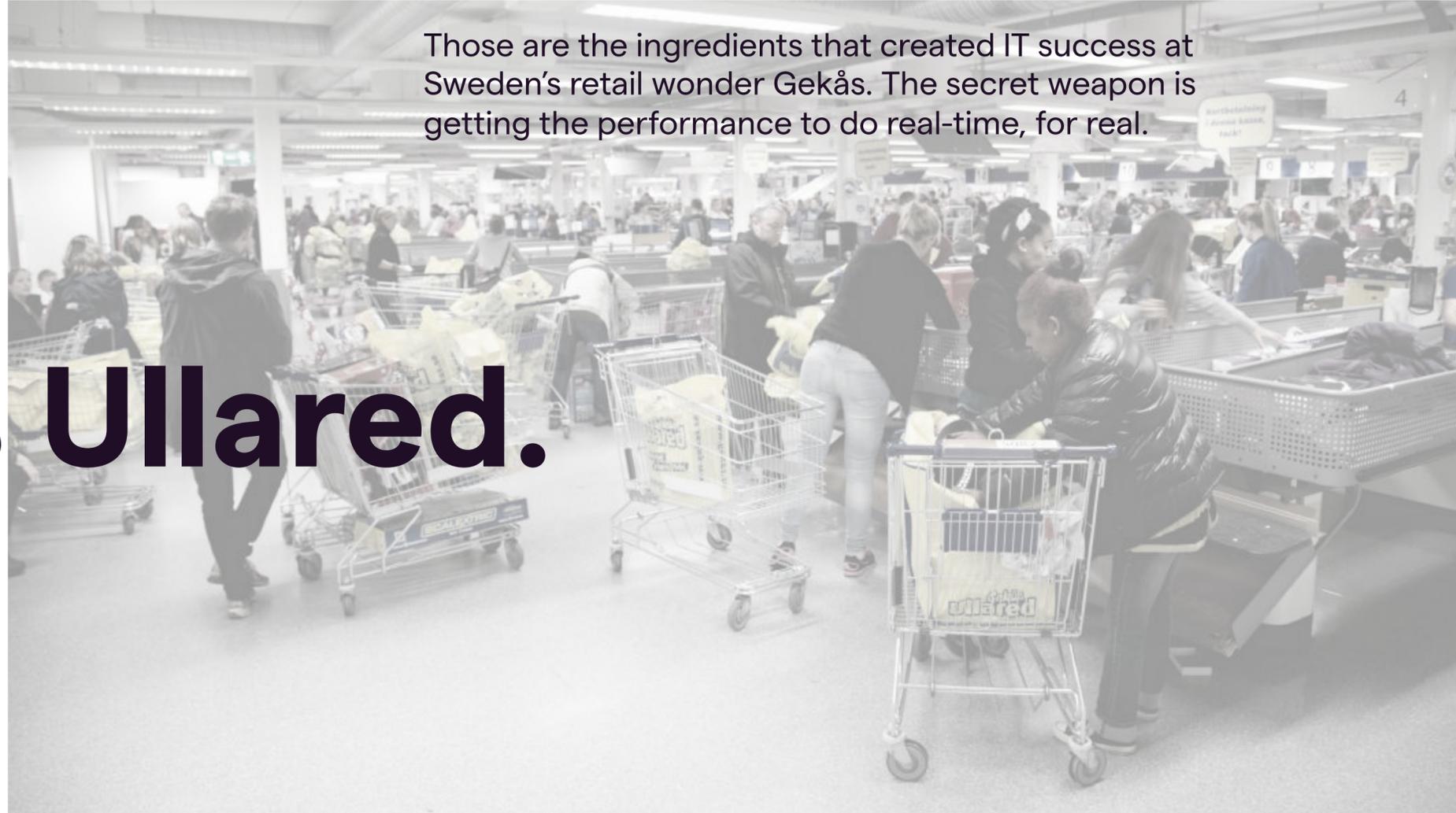


All functionality in one solution from Heads and an application platform from Starcounter.

Those are the ingredients that created IT success at Sweden's retail wonder Gekås. The secret weapon is getting the performance to do real-time, for real.

Gekås Ullared.



Gekås Ullared, situated on the Swedish west coast is a "pretty big" shop.

Called "the Walmart of Sweden", it even has its own reality TV show. On a good Saturday, more than 17 000 receipts are being processed, with more than 600 000 separate rows for different articles being sold. There are 82 POS (point of sales) stations to handle this load. Gekås article database contains more than 100 000 items, so anyone can understand this means tough demands on the deployed IT solutions.

Around 2010 Gekås came to a point where they realized applications being used didn't cut it. There were several problems. The most obvious problem was instability, which equals disaster in a retail environment. Closely related to stability problems was lacking performance as well as the need to integrate several different applications, to provide IT solutions for the wide range of activities at Gekås. To put it shortly, it was a mess.

Zero downtime.

In 2008 Gekås made contact with the Swedish ISV Heads. Subsequently, Heads started to build an application that could handle the complete chain of activities, from sourcing products all the way to selling them. Gekås deployed the Heads application in 2010, and the year after the complete chain of activities were covered.

So far, the application has never been down, still with top notch performance. For example, the latency is super low and it's possible to do real time analysis on transaction data. Add to that the possibility to upgrade 400 POS clients in four hours. The POS clients does not only include cashier's stations, but also price information stations and other workstations of different kinds.

How is all this possible? There are two main reasons: Heads application covers all the activities performed at a retail operation like Gekås. The foundation of the application is Starcounter's in-memory database, which offers unprecedented performance. The application, simply called Heads, includes ERP, POS, inventory, sourcing, supply chain and other logistics. On top of this there are solutions for mobile clients, integration with other applications, configuration of web user interfaces, and more.

The purchasers work in the same applications as the people managing incoming deliveries and the warehouse, and as the cashiers, as well as all administrative personnel.



Gekås Ullareds massive retail complex.

“The load isn’t even noticeable on the single server being used.”

High performance and easy to use.

The use of the Starcounter Database means extreme performance and unequalled stability. “We have 20 customers in retail, some with many geographical locations, and have never experienced a service outage”, says Henrik Larsson (former CEO, Heads).

The use of Starcounter Database also means that not only data in itself, but also complicated analysis of the data, is available in real-time, with “a click on a button”. This would be impossible with a platform that offers lesser performance. The real-time capabilities give ample opportunities for both business development and monitoring of ongoing business processes.

For a retail company like Gekås the mentioned capabilities provide the difference between being on top of activities, and living in a state of chaos. “One, maybe less obvious, advantage with using Starcounter is simplified development. Our developers think it’s a pleasure working with the Starcounter Platform. They work fast and the development process is simple. It provides short time to market.”

As an example of extreme performance Henrik Larsson mentions one customer running a detailed report at 100 different locations simultaneously. The load isn’t even noticeable on the single server being used. This is only one example of the groundbreaking work being accomplished at Starcounter.

Different projects and products are focused on simplifying IT in several, interconnected, ways. Unique solutions for architecture, on different levels of the technical IT stack, means better performance, shorter development times and a lower total cost of ownership.

In the end, that means better business at one of Europe’s largest department stores.

Quick Facts.

Gekås Ullared AB is a Swedish superstore in Ullared, Sweden, founded in 1963 by Göran Karlsson as Ge-kås Manufaktur.

It had an annual turnover of **SEK 5.4 B** in 2018 with a total store area of over **39,000 m² (420,000 sq ft)**. The store is visited annually by approximately **4.8 million customers**, with the 2019 record of **29,200** for a **single day**.

In one year, **122 million items** passes through the registers. There are over **100 000 unique articles** in the inventory.

During the high season the **inventory is circulated 3 times in one week**. A customer picks items for 15 SEK a minute.

For more info visit gekas.se



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