



## PUMA RETAIL TRUSTS ITS OPERATIONS TO DATASCAN RETAIL SYSTEMS

### Background

**PUMA**, In 1924 the Brothers Rudolf and Adolf Dassler found the company "The Dassler Shoe Factory". IN 1936 Jesse Owens won 4 GOLD Medals in the Olympics wearing Dassler shoes. In 1948 the PUMA Brand is Registered.

Now with over 800 stores using over 2000 POS units all utilizing Retail Pro across many countries Beijing, Shanghai, Mexico, Brazil, Europe, Japan, India, Chile, South Africa, Australia, Korea, Saudi Arabia, New Zealand, Ghana, North America and is opening 55 New Stores in Argentina.

Industry: **Sports**

HQ: **Germany**

Offices: **Europe Wide**

WebSite: **www.puma.com**

### Solution

Product: **Retail Pro 8.6**

Scope: **825 Stores Globally**

Retail Pro Customer Since: **2007**

Servicing Partner: **Datascan Retail (UK)**

## CUSTOMER CASE STUDY

### UK Rollout Experience

Following six months of planning, the Puma solution was successfully piloted and implemented in the UK after full compatibility reviews were undergone to ensure user Global Satisfaction.

Full rollout commenced into the 6 existing stores and completed on schedule. Strategically, managers both in stores and head office now have quick access to the same information, enabling all decision makers to make better-informed decisions more quickly.

### What did you think of DataScan's customer service?

When asked about Puma's experience with DataScan Retail Systems Dave Butler (IT Manager Puma UK) says:

"Puma UK have worked closely with DataScan for many years now. Their expertise in Retail Pro support and training is second to none. Their pro-active attitude to problem solving is commendable and very unusual in the IT industry with support staff having excellent skills when dealing with all levels of user.

We have opened 18 stores in UK since selecting Retail Pro using DataScan on all occasions and throughout all the installations I have found their services well planned and well executed."

### System Overview

18 Stores with 65 Workstations within Stores and Head Office Using Retail Pro in the UK

IBM SurePOS Tills with Lenovo Servers guarantee reliability.

Covered by Datascan Retail's own in house Support team 24/7

**DataScan**  
Retail Systems Limited

