

Think global, act local ...

In the world of fine fashion, WÖHRL is fashion. Fashion is universal – a language that everybody understands. For more than six decades, WÖHRL has been establishing itself as a very special, very individual shopping experience.

This is mainly due to its large selection of clothes, fair prices, helpful sales-teams and superb service. WÖHRL's company culture can be seen and felt. In our ever-changing world, it is comforting to see tradition and trends working together to create up-to-date fashion.



WÖHRL speaks the language of fashion. The company trademark, the WÖHRL button, has become a household name. It represents tradition, modernity, reliability, flexibility, quality, value for money and last but not least, competence.

Making progress not only means making something new but also to keep the well tried. The name WÖHRL stands for it's own grown identity. WÖHRL. Successful future based on a great tradition.

WÖHRL is a leading force in the retail industry in Germany for fashion and sports clothing. Continuously expanding, WÖHRL currently has stores throughout Bavaria, in Baden-Württemberg, Berlin, Lower Saxony, Saxony and Saxony-Anhalt. The Nuremberg based Data Processing department uses an IBM Multiprise 2003, which operates a VSE/ESA 2.5- system under VM. CICS/VS is in use for the online operations. Up to 95% of the production data is being stored in DATACOM/DB (a Computer Associates database). The remaining 5% is stored in VSAM. The corporate workplaces as well as all Point-of-Sale (POS) systems in the different stores are equipped with PCs running WINDOWS.

To form an integrated whole of the mainframe platform and the WINDOWS network, to integrate both worlds using a graphical user interface, that was the challenge WÖHRL was prepared to meet at the end of 1999. "For WINDOWS programming we have decided to use PARADOX from Corel and it was our intention to use *Object PAL* to develop our new graphical applications. Main requirement for the new development efforts was the ability to directly access our mainframe DATACOM- and VSAM files." Fritz Stadelmann, Manager Data Processing, describes the goals. "We already had marketing information about tcACCESS from B.O.S. and we committed to test the product." During the trial, the first applications have been developed in Object PAL, Visual Basic and MS-ACCESS. "The direct access to DATACOM was fast and we experienced no problems. However, we missed Update capabilities in tcACCESS" Gerd Michler, System- Application developer at WÖHRL remembers. "We have passed this request to B.O.S. and the short-term availability of this function was guaranteed to us. The connectivity to our VSE-system with TCP/IP and TELNET 3270 also didn't cause a problem. At the end of the trial we decided to go ahead with tcACCESS." The DATACOM Update capability was implemented by B.O.S. within the proposed time frame.

During the past 2 years, several applications have become productive which are tcACCESS based. Fritz Stadelmann: "The applications, which are strategic to WÖHRL, are our Call-Center- and Direct-Marketing-applications as well as our Personnel-Management-System. All applications have been developed using Object PAL and utilize the

tcACCESS ODBC-component to access the DATACOM- and VSAM-files. The access to the mainframe data uses standard SQL-syntax. As far as the Personnel-Management-System is concerned, we have integrated data from different mainframe applications: data from a third party Payroll-System, a third party Time-Recording-System, all VSAM, an in-house developed Bonus-System, also VSAM based, as well as our DATACOM Employee-database."

The Call-Center application processes all information needed to stay "as close as possible" to the customer. Aside address information, the most important aspects are information relevant to the *WÖHRL-Bonus-Card*. Gerd Michler: "When a customer presents the Bonus-Card at the cash desk, the card will be scanned and all relevant data concerning the purchase like article, revenue etc. will be directly feeded into the system." Mr. Stadelmann adds: "All these information we're processing with the Call-Center-application are also the base for our Direct-Marketing. All of our stores and our central purchasing department can select the relevant DATACOM data and can create individual letters based on the customer data. It is even possible to have the store sales person, who served the customer for his last purchase, be the initiator of the letter, including his personal signature and photograph."

Additional applications are in use, which have increased the efficiency of the stores. Fritz Stadelmann: "All our cash desks in the stores have been equipped with state-of-the-art POS-systems. These systems are WINDOWS based and support touch screens. All our applications support this technology. The stores are connected to the mainframe in Nuremberg using direct lines. Business processes and workflows, which used to take two or more days on average, are now being processed within minutes. That's because our applications use tcACCESS to directly access the mainframe data. We have met our goal: tcACCESS transparently combines the mainframe and WINDOWS using a graphical user interface. The mainframe now is a real data-server, very reliable and provides an excellent performance. We are extremely happy with tcACCESS. The support is very competent and reacts fast. All of our future applications will be based upon tcACCESS."

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Examples of tcACCESS applications at WÖHRL

Kundenstammdaten

Kundennr.: 7200000 * 300200,1,90455,MUST

Anrede: 1 1: Herr Titel: 0 0:

Vorname: MAX
Name: MUSTERMANN
Adresszusatz:

Strasse/Hausnummer: MUSTERSTRASSE
LKZ: PLZ: 90455 Ort: NUERNBERG
Telefon: 0911/9999999
e-mail:

Geburtsdatum des Antragstellers (TTMMJJ): Werbung (J/N): Personal NEG: 300200

Umsatz: 0,00
Akt. Bonus: 0,00

Letzte Bonusabrechnung:
Datum (JJMM): 0000
Betrag: 0,00

Zusatz-Informationen
Kundenänderungen

Fragebogen/Ebdrta:

Status:
0 = OK
1 = gesperrt
2 = ohne Zahlungsfunktion
3 = kein Mitarbeiterabbatt

BLZ: Konto:

Haus: 1 Verkäufernr.: 1111 Status: 0

Card-Kz: -Status: 0 Aufnahmedatum: 200602 Neue Kundennr.:

Daten von Kundennummer übernehmen übernehme
Daten aus LOG-Datei übernehmen

Status: MUSTERMANN
Änderung abgeschlossen

Kundendaten Kundeninformationen

Kunden löschen
Familie
Einkäufe Jahr:
ausgestellte Bonusschecks
Vorzeitige Bonusscheck Erstellung
Bei Verlust neue Karte mit gleicher Nummer
Karte für neue Adresse
Schecknachsendung
Änderung ausführen
Pin Anzeige
Neue Karte mit neuer Nummer
erhaltene Briefe (Micro)

Display and processing of customer data

The application has been developed using Object PAL.

Access to the DATACOM-data is performed with the tcACCESS ODBC-driver.

Mainframe-data is processed bi-directional.

Kundenkauf-Selektion

PLZ-Bereich von: 92300 bis: 92310 ohne:

PLZ-Bereich2 von: bis:

PLZ-Bereich3 von: bis:

PLZ-Bereich4 von: bis:

Alter von: bis:

Geschlecht: (W: weiblich, M: männlich, leer: W+M)

Einkauf von: 010602 bis: 300602 (TTMMJJ)

Lieferanten:

Einkauf in Haus:
Einkäufe: 1. Alle Einkäufe

Weitere Selektions-Eingrenzungen z.B. über Verkäufer, Warenguppen und Umsatz sind in der Unterselektion möglich!

Status:

Start Selektion HOST
Dauer:
Daten der letzten Selektion
Selektionsbild für Einkauf
Leitbereiche:
Leitbereich übernehmen
Lieferanten:
Lieferant übernehmen
Auswertung
Erfolgskontrolle

Direct-Marketing

The DATACOM data can be selected using predefined selection criteria.

Briefe

LISTE ALLER BRIEFE:

Sie bearbeiten gerade den Brief: ANGEHOT_MANN_005

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Neuen Brief erstellen
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Herzlichen Dank für Ihren Einkauf!

Sehr geehrte...
Sie als gute Stammkundin sollen es als erstes erfahren: Soeben sind die neuesten Sommerkollektionen bei WÖHRL eingetroffen.
«Leichte und lässige Kombinationen, gehalten in sinnlich-solten Farben wie Ecu, Stein
Beige oder Sand geben diesem Sommer den Ton an. Ein Trend, der sich in der Materialauswahl widerspiegelt. Vor allem das wiederentdeckte Leinen ist der Stoff, aus dem die Sommerträume sind.»
Der wunderbar luftige und unglaublich angenehme zu tragende Naturstoff gibt in dieser Saison vielen Kollektionen den femininen Kick. Die Formen und Schnitte sind sportlich elegant, dabei aber betont klassisch gehalten und unterstreichen den absolut zeitlosen Anspruch der neuen Sommermode.

12.06.18 22:05:00

Based upon the customer data the letter can be composed. Individual text-segments, graphs, signatures and photos can be selected and inserted. The letters can be individually composed at the stores and the target groups will be addressed directly and in a personalized way.