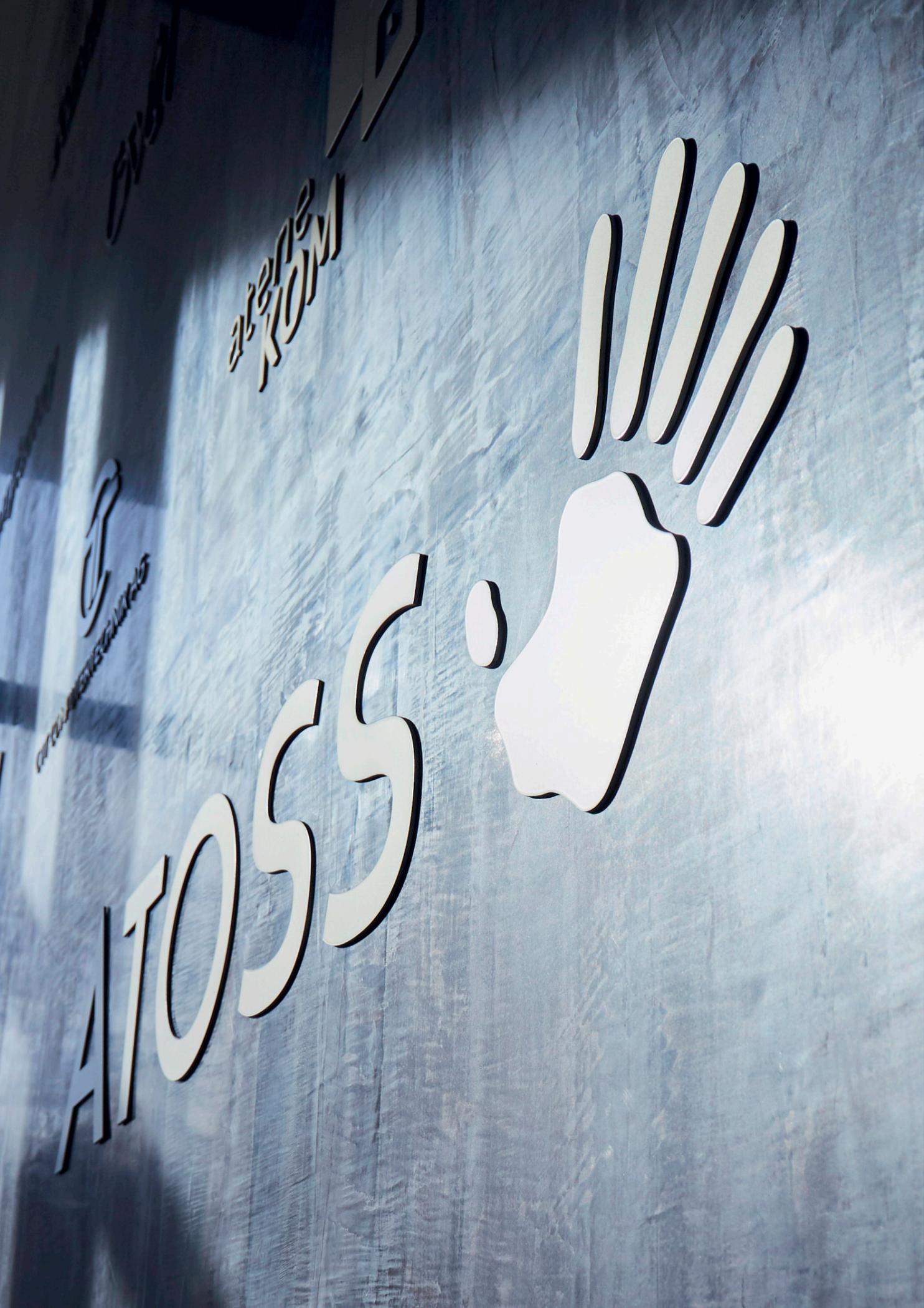


Premium shopping experiences – online and offline





SHAPING TOMORROW'S WORKING ENVIRONMENTS

For businesses operating in the age of globalization, digital transformation and disruptive change, everything hinges on flexibility and productivity. The dynamic organizations of tomorrow need to be built upon agile personnel infrastructures, smooth processes, free scope and latitudes for staff. And it's crucial to be able to tap the potential of their valuable working time to the fullest extent. This is precisely where our strength lies. Today, ATOSS Workforce Management solutions are making significant contributions towards higher value creation and a sharper competitive edge for more than 8,000 customers. At the same time, we enable the implementation of employee-oriented working time concepts, ensuring greater job satisfaction. In more than 40 countries all over the world.

This is how our vision of a human economy is becoming reality. For the benefit of businesses, people and society at large.



Continuous, ongoing process optimization is an absolute must in today's fast-paced, strongly seasonal retail business. Digital workforce management holds such tremendous potential for us that we will be achieving the return on investment within the shortest period of time.

JÖRG FUNKE

Managing Director
BUTLERS



A WORLD BURSTING WITH IDEAS

The **BUTLERS** lifestyle brand has become a firm favorite among the 40 million people who walk through its doors every year. With 800 staff, 120 stores in Germany and overseas, an online shop and whole worlds of inspiring decor to explore, the cross-channel retailer has something to brighten up every home. The brand, whose motto translates as “finding happiness in beauty,” has already won multiple awards for its online and offline concept centered on hospitality. The success of the BUTLERS brand is built on innovative strength, quality at the best possible price and sustainable management – and this includes the consistent optimizing of its business processes. After analyzing the management of working time and holidays, the company realized it could save itself a six-figure sum every year: Such a handsome return on investment made the workforce management project a no-brainer. The ATOSS Retail Solution was rolled out smoothly across the 85 German and Austrian stores in under 30 days, which included managing country-specific collective agreements. BUTLERS had picked five modules: Workplace Time Recording, Time and Attendance Management, Workforce Scheduling, Task Management and the Staff Center. The aim is to minimize the amount of admin that working time generates across the company, introduce qualifying periods for leave into the sales teams and ensure that there are enough staff on the shop floor at all times. The solution is also designed to enable the 200 or so temporary workers taken on over Christmas to be managed flexibly. Working times are transmitted seamlessly and error-free to the DATEV payroll accounting system, while current figures can be compared against target values at the touch of a button. All requests, such as changes to holidays or working times are now handled digitally. The intuitive Staff Center gives employees transparent access to all their personal information, such as working hour balances and duty plans, at any time of the day or night. Task Management sends out an automatic warning if someone forgets to book working time or is at risk of exceeding their ten-hour limit, making life a lot easier for HR and line managers. The company's head office intends to use the Planning Quality module to review the deployment of staff in each store and fine-tune the process over the long term, with the solution already slated for launch in Switzerland. In this way, BUTLERS is giving itself the necessary scope to focus on what really matters – inspiring its customers and wowing them with creative ideas for their homes.



We want to offer our customers truly exceptional shopping experiences. Our workforce management solution supports us in organizing daily business in such a manner that our service quality will always be just as unique as our product range – now and in future.

LARS BRAUN
Managing Director
BRAUN Hamburg



ATOSS CUSTOMER **BRAUN HAMBURG**

HOUSE OF LUXURY

BRAUN Hamburg: over 120 designer and luxury labels, exceptional customer service and three stylish stores in prime city locations. The premium menswear retailer employs 120 highly qualified staff and is one of Hamburg's long-established companies with truly venerable traditions. At the same time, BRAUN Hamburg is also pursuing an expansionary multi-channel strategy through its online shop and is now delivering to over 30 countries around the world. Uniqueness has been the key to success for the family-run company, which has virtually no equal in Germany or the rest of Europe. BRAUN Hamburg prides itself on its exclusive range, impeccable advice and in-house tailor's studio. The company decided to introduce a digital workforce management solution in order to maintain its high service quality over the long term. The brief was clear: to achieve transparency and efficiency in working time and a flexible, cost-effective HR system in day-to-day business. The cloud-based ATOSS Time Control with an interface to the DATEV payroll accounting system met expectations across the board. Staff now record working times using their fingerprint and cutting-edge terminals from our partner Datafox. Actual working times and absences due to annual or sick leave can be seen in real time, enabling store managers to manage personnel flexibly in response to the business's service demands. Self services allow staff to get an overview of their personal time data and duty plans at all times, while management can access standard evaluations such as absence statistics and personnel cost trends all in the same place at the touch of a button. These state-of-the-art working arrangements and the company-wide transparency are laying the ideal foundations for the next chapter of a unique success story. Because standing still has never been an option at BRAUN Hamburg.



Company-wide transparency, less administration and a sustainable personnel organization – workforce management supports our business on many levels.

PAULINE VAN DEN IJSSEL-LEHNARDT

HR Manager
NL Diffusion B.V.



THE WORLD OF FASHION

Life is a beautiful sport. This is the **LACOSTE** spirit in a nutshell. Across the world, two products from the premium casualwear brand are sold every second on average. In addition to women's, men's and children's collections, the brand range also includes exclusive accessories, perfumes, shoes and eyewear. Customer satisfaction and outstanding shopping experiences are of utmost priority for LACOSTE. And ATOSS Workforce Management helps the company deliver on this promise. Take the Netherlands, for example, where joint venture partner **NL Diffusion** distributes the products with their famous crocodile logo. The company is responsible for the entire Benelux region and has LACOSTE stores in prime locations such as the Rokin in central Amsterdam. ATOSS Retail Solution is used to manage 140 employees in seven mono-brand boutiques and two outlets. Digital planning is all about aligning personnel deployment consistently with footfall, avoiding costly under- and over-staffing and providing top notch service – day in, day out. Staff qualifications such as operating the cash desk, holding store keys or having special knowledge for certain product groups are shown clearly in the system. All laws and working time regulations have been mapped in the standard system and are automatically taken into account when planning and scheduling employees. Following the successful project in the Netherlands, the rollout in Belgium is already on the agenda at BL Diffusion – three LACOSTE boutiques and one outlet will also benefit from digital workforce management in the near future.

In addition, LACOSTE has been working with ATOSS Retail Solution in Germany, Austria and Switzerland for several years now, with the working hours of some 500 employees being planned and managed in line with customer and service needs across 40 boutiques and 16 outlets. All the time data is pooled at headquarters in France, ready to be evaluated by the central human resources management team. We are looking forward to further projects all around the globe.

Workforce management is certainly en vogue. Numerous brands such as Benetton, Escada, Holy Fashion Group, Marc Cain, Mustang, Tommy Hilfiger Europe, s.Oliver and Wolford are also relying on ATOSS solutions. On premises or in the cloud.

CUSTOMER FOCUS KNOWS NO BORDERS



Happier pets, happier people. This mission statement is what guides **Fressnapf Group**, the European market leader in pet supplies. Headquartered in Krefeld and operating in eleven European countries, the group employs over 12,000 members of staff. More than 1,600 modern outlets of varying sizes from Denmark to Italy form a comprehensive network for animal lovers and pet owners. Cloud-based ATOSS Workforce Management helps ensure that customers always get the best possible service and expert advice – both in the firm’s home market and across Europe. The major project was first launched in Germany. Back in 2015, Fressnapf decided to introduce the ATOSS Retail Solution for the 1,300 staff at its 200 stores, covering everything from Time and Attendance Management and Workforce Forecasting to Automatic Duty Plan. Store managers were impressed from the outset by the functionality, modern interactive design and sleek layout of this web-based industry solution. They now generate demand-based, customer-centric schedules based on contracted hours, qualifications, sales volumes and size of receipts without losing sight of regulations and labor agreements. Traffic light functions and warning notices simplify planning and scheduling while ensuring compliance with rules and regulations. Regional sales managers and the HR department now get all the information they need at the touch of a button. No fewer than 80 franchise partner outlets are relying on digital workforce scheduling as well. The success in Germany has prompted a rollout to the rest of Europe: Once the international project is complete, the ATOSS solution will be scheduling and managing some 8,000 of the company’s own employees in their native language in line with footfall in the stores. And work is progressing rapidly. After the solution was rolled out successfully to 138 stores in Austria, 55 in Switzerland and 46 in Belgium, around 100 outlets in Poland and Hungary went fully operational with it in early 2020. Next up are Ireland and Italy. In the Fressnapf Group, customer and service focus truly extends across all borders. Just like ATOSS Workforce Management from the cloud.

ATOSS CUSTOMER **FRESSNAPF HOLDING SE**



Greater transparency, higher planning quality and significantly more efficient HR processes – our new workforce management system is already making an impact.

RICHARD KNEIS

Head of IT Department (CIO)
Alnatura

AN ECO SYSTEM DELIVERING ORGANIC VALUE



Beneficial for people and the planet – this is the guiding principle behind the **Alnatura** success story. As an organic foods retailer, simply everything revolves around sustainability – whether in Production, Logistics, the Online shop or the more than 130 Super Nature Markets. Information transparency and co-determination are integral elements defining the identity of this expanding organization with around 3,000 employees. Naturally, these principles were also key considerations when it came to workforce management. Alnatura opted for ATOSS Retail Solution in the cloud. The implementation of the solution called for minimum support by our consultants. Following a pilot project with two representative markets – Constance as the largest outlet and Stuttgart as one of average size – the company managed the rollout mostly by itself. Tightly planned, well structured and according to a uniform concept, this was all accomplished within a sensational five-month period. Another benefit of the cloud solution: The key users in individual areas were efficiently and cost-effectively trained at events hosted in centrally located hotels. Market managers and planners are not only delighted with the high degree of functionality, but also appreciate their solution’s modern interactive design. Today, time and attendance management and workforce scheduling are significantly more efficient. The qualifications required are automatically incorporated in the planning process. After all, there are special requirements to be considered, especially with regard to herbal and natural care products, that must be met by way of specific approvals for certificates. Moreover, workplaces such as the cashdesk, the fresh food or bakery counters also demand skills that are reflected in ATOSS Qualifications Management. Thanks to self services, employees can access their working time accounts at all times. The complex process of planning annual holidays has also been optimized. In order to provide customers with even better service, the introduction of Workforce Forecasting and Planning Quality modules as well as staff integration are next on the agenda. Alnatura lives sustainability – and workforce management is no exception.

ATOSS CUSTOMER **ALNATURA**



For us, implementing our new premium logic in our picking department has been like winning the lottery. The results have exceeded all our expectations. We now have greater transparency, higher productivity – and a more pleasant atmosphere at work on top! A genuinely successful project.

MICHAEL GIESER
Head of Human Resources
WASGAU

IN THE SPOTLIGHT AND BEHIND THE SCENES



WASGAU embodies home-grown quality. Operating 75 supermarkets and hypermarkets and six wholesale markets, the company has its roots in Saarland and Rhineland-Palatinate and supplies its customers with fresh regional produce. In order to maintain top-notch quality standards in production, the store business and logistics over the long term, WASGAU decided in 2015 to introduce company-wide workforce management in the shape of the ATOSS Retail Solution. Some 3,800 staff were integrated into the solution, starting with the stores and wholesale markets and followed by the production sites for baked goods and meat and the logistics facility in Pirmasens. Employees are now planned and managed digitally in both the foreground and the background. WASGAU needs exceptional flexibility in its logistics operations if it is to provide fresh produce to its stores on a continuous basis. Consequently, all the manual processes along the value chain are constantly being scrutinized and optimized, such as in the picking department in Pirmasens, where up to 120,000 packages are made up every day during peak times. A time- and performance-based premium system for the 70 pickers has replaced its previous REFA-based counterpart. The ATOSS solution automatically calculates a premium hourly rate based on the number of packages picked by staff – and factors in non-productive time as well. A mouse click is all that is needed for the ERP system to provide the necessary underlying data, such as hours worked in each performance range and the number of packages picked per employee per month. The resulting performance indicators are then converted into premium bands, taking account of set thresholds. The project has been a great success for the management: greater staff satisfaction thanks to a fairer and more transparent performance-based system, increased productivity without any negative cost impact, and a marked reduction in overtime paid at higher rates. The next step will see the company's vehicle fleet integrated into the digital time and attendance management setup – the final part of the business to be covered. Quality and reliability are WASGAU's number one guiding principle – and that goes for its workforce management too.



BUSINESS IS FLOURISHING

Comprising a total of 133 markets in Germany and Austria and an online shop, **Dehner** is Europe's largest garden center group. The thriving market network continues to grow. This leading cross-channel retailer in the horticultural sector remains a family-managed business. And such continuity is likewise reflected in the company's philosophy: entrepreneurially attuned to the requirements of the times, while maintaining the highest quality standards. In order to put this principle into practice for its customers on a daily basis, Dehner relies on more than 5,500 dedicated employees and ATOSS Workforce Management. The ATOSS Retail Solution has been proving its worth at Dehner's 13 Austrian garden centers since 2016. The decisive factor here was the fact that the solution was able to manage the extremely complex Austrian collective agreement for the retail trade, as well as all employee protection regulations, thereby guaranteeing compliance with the law. ATOSS Retail Solution will now be implemented at 120 markets in Germany. In addition, in Austria and Germany the module Workforce Forecasting will enhance the planning quality. The aims are clearly defined: expert advice at all times, matched by a generous supply of goods on display – also at peak times and during the weather dependent seasonal business. In addition to time and attendance management and workforce scheduling, the Workforce Forecasting and Automatic Duty Plan modules will also be introduced, ensuring that the twin focus on service and cost efficiency is maintained. In future, workforce scheduling in all Dehner garden centers in Germany and Austria will be conducted based on demand drivers defined by way of POS data. Statutory regulations, collective agreements, qualifications and working time data are also automatically incorporated in the planning process. Pilot tests are now underway in two garden centers each in Germany and Austria, with the rollout in all markets due to be completed in the coming year. Dehner is implementing a comprehensive change management process, supported by the ATOSS Consulting Team, conveying the message to staff that continuity also involves change. Teaming up with regional sales managers and market managers, processes will be optimized and innovative working time concepts developed – benefiting staff and customers alike. In this way, workforce management can show its full potential.

A UNIQUE PORTFOLIO

More than 30 years of experience in the workforce management area and some 8,000 successful projects – that is intellectual property which our customers benefit from on a daily basis. Our relentless specialization has paid off. Today, ATOSS is positioned as a full-range provider fielding a unique portfolio of solutions. No scenario is too complex, no company too large or small for us. We have the right answers to meet all requirements – from legally water-tight time recording and classic time and attendance management through to intuitive self services, mobile apps, precise workforce forecasting, demand-driven workforce scheduling and the strategic planning of capacity and resources. In the cloud or on premises – we live and breathe workforce management without compromise.

This also applies to the refinement of our product suites, because for us the development of software at the highest levels is a continuing obligation. Every year around 20 percent of our revenue is committed to R&D. According to the "EU Industrial R&D Investment Scoreboard", this positions us among the top 100 software and IT companies in Europe with the highest investments. Some 190 staff in R&D and Product Management work day by day to create solutions that will stand the test of time. Agile development processes and advanced test procedures ensure a fast time to market. Such commitment is not without effect. With regard to our ATOSS Staff Efficiency Suite, in 2019 we released three updates, marking an impressive total of 570 new functions and features. We devoted 21,600 R&D days to this work alone. And our new Staff Center for self services with its intuitive operation is a masterpiece of design and user experience. The strength of our solutions lies in their openness and flexibility. The interfaces with SAP systems represent a shining example of these strengths. Without the need for an additional login, the entire scope of ATOSS Workforce Management is made available to users of SAP SuccessFactors through an ATOSS Connector. Another Connector opens up the full functionality of ATOSS Workforce Scheduling to users of SAP ERP HCM – without any system restrictions.

Our innovative strength, formidable development power and high quality standard are paying off. ATOSS software is state-of-the-art in terms of technology, functionality and user experience. And we never cease to improve. For workforce management that generates measurable added value.

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