

## Case study

Formed in 1977, Davidson Richards provides multi-channel retail management solutions. Find out more about our valued customers, their reasons for choosing us for Microsoft Dynamics RMS and the business benefits gained from the solution and our range of features to enrich the solution called RMSynergy.

**Name:** Aitken&Niven  
**Sector:** Schoolwear and Sports  
**Location:** Edinburgh & throughout Scotland  
**Size:** HQ - 5 sites - 11 tills  
**Website:** [www.aitken-niven.co.uk](http://www.aitken-niven.co.uk)  
**Status:** Previously using Pegasus Opera DOS bespoke based system with EPOS

### Background

Aitken&Niven was established in 1905 as a "gentleman's tailors of distinction" providing tailored suits for both work and leisure. Trading through two world wars, they introduced their schoolwear department in 1943. The 1960's and 70's saw them expand into sportswear and equipment and in the 1980's and 90's the company continued to thrive and introduced new ranges and purchased further shops.

Family owned, Aitken&Niven now operates from 5 stores throughout Scotland and the stores continue to change more rapidly than ever to keep up with today's fast moving retail environment, specialising and expanding its school uniform, sports, fashion and shoe businesses.

### Why did they choose Microsoft RMS & Davidson Richards?

"Aitken&Niven chose Microsoft RMS and Davidson Richards due to the quality of both the product and critically the support service that Davidson Richards give.

They are a team of people who understand the retail business and its complexity and have a unique approach to implementing the Microsoft RMS System that fits closely with the high standards, timings and expectations of Aitken&Niven. We would thoroughly recommend Davidson Richards as a quality business partner."

### Business benefits Microsoft RMS & RMSynergy have delivered?

"Microsoft RMS and RMSynergy have allowed us to greatly reduce our stockholding ensuring we have the capital available to buy the right stock at the right time. We have also found it a very powerful tool for controlling purchase orders and price or VAT changes!"

Aitken&Niven  
Quality in the making since 1905



### The solution

- Microsoft Dynamics RMS
- HQ – 5 stores – 11 tills
- Real Time Integration
- Handheld Terminals
- RMSynergy Promotions
- RMSynergy Attributes
- RMSynergy Fashion
- RMSynergy Custom POS

### Customer comment

"Aitken&Niven, by using Microsoft Dynamics RMS and RMSynergy, have improved the customer experience by avoiding queues at the tills during our peak Back to School season. The system, through Real Time Integration, has provided a very powerful management reporting tool."

Richard Ferguson, Director

 Microsoft Dynamics  
Retail Management System

Helping you run your business more efficiently and profitably  
Because the bottom line really is ... the bottom line