

## 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:** Connaught House  
**Sector:** Gift & home  
**Location:** Locations throughout Nottinghamshire  
**Size:** HQ - 4 sites - 6 tills  
**Website:** [www.connaught-house.co.uk](http://www.connaught-house.co.uk)  
**Status:** Previously using Charm EPOS system

### Background

Family owned, Connaught House was formed in 1993 as a single store selling China, Glass and Giftware, growing to multiple stores and mail-order.

Their first EPOS system, called Charm, was installed in 1997; however by 2005 the DOS based system needed to be replaced to provide more information at the stores, improved communications across stores and improved reporting at HQ.

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

Microsoft RMS was one of several systems considered by Connaught House who were looking for a system that could manage distribution between stores and a central warehouse. The familiar windows based user interface, customisable to their specific reporting and pricing needs, was just one reason why Connaught House chose this system. They felt Microsoft RMS delivered what they were looking for and answered their specific needs, had flexibility for growth and adaptability for change. Microsoft RMS offered long term stability and reliability with one of the biggest IT companies in the world behind it, and a proactive, forward thinking partner in Davidson Richards, who also offered many additional business modules.

"Davidson Richards listened to our needs and requirements, took time to understand what we were looking for, and then delivered. The support we received through pre-installation, installation and year-in-year since has been superb, with understanding of all levels of staff expertise."

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

"We have experienced many benefits since the implementation of Microsoft RMS & RMSynergy. Through improved stock visibility, individual ideal stock levels by store, weekly inter-store distribution, and regular generated ordering at store level, our stock turn has improved significantly, so much so that we have doubled it achieving 4+ turn every year, freeing up cash flow. We are able to manage our stock details with ease; through RMSynergy we can make changes to hundreds or thousands of lines simply and efficiently. Implementation of multi buy and seasonal promotions, especially through our Thornton's franchises, is easily done with future offers set up in advance and reporting upon those promotions easily performed. Day to day management of Microsoft RMS is very efficient with the Microsoft Excel integration with RMSynergy helping us import new items, price updates etc, with all management of the stock control system performed by one member of staff working on the system part-time."



Connaught House



### The solution

- Microsoft Dynamics RMS
- HQ – 4 stores – 6 tills
- Handheld Terminals

RMSynergy:

- Promotions
- Loyalty
- Attributes
- Price Matrix
- Data Management
- Stock Take

### Customer comment

*"Microsoft RMS is an essential part of our business, helping us manage our stock and sales in many ways, from stock receipt and transfers between stores, to selling goods using promotions and POS."*

**Mike Allsopp, Director**

