

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, the business benefits gained and our range of features to enrich the solution called RMSynergy.

Name: Garsons
Sector: Garden Centres
Location: Esher & Titchfield
Size: Two Garden Centres, Farm Shop, Pick-Your-Own & Pool Clean – HQ – 5 stores – 31 tills
Website: www.garsons.co.uk
Status: Previously used G7

Background

George Henry Thompson started the business that we now know as Garsons back in 1871. Today the Farm Shop and Garden Centre have developed alongside the Pick Your Own Farm to create a comprehensive retail business, winning many awards and becoming one of the country's leading rural retailers.

A second site was added to the business in 1999 with the purchase of "Fontley Nurseries" – now known as "Garsons at Titchfield", following extensive development.

The current directors (all descendants of George Henry Thompson) are Derek and his sons Ian and Alan Richardson, with Peter Thompson and his daughter Clare James (nee Thompson). Other family members involved are Ben Thompson, manager at Poolclean, which runs alongside the Garden Centre businesses.

Why did they choose Microsoft RMS and Davidson Richards?

"RMS offered a familiar look and feel with the benefit of a great range of add on RMSynergy modules. The benefit of Microsoft's development with Davidson Richards's creativity provides a suite of products that we could grow into."

"Davidson Richards offered a professional, friendly and easy to do business with approach to the entire project which when coupled with the ability to positively take on the inevitable difficulties, worked extremely well for us. Their proven track record with other customers in our field and a clear development programme for OpSuite and RMSynergy were a clear benefit."

Benefits Microsoft RMS & RMSynergy has brought to their business?

"The Motorola MC3190 hand held terminals and RMSynergy have revolutionised the way we stock take. Speed, accuracy and information are all greatly enhanced which has reduced our overall cost of stock taking significantly."

"The Price Reduction module used with Zebra printers has greatly improved our accuracy and accountability with wastage and price reductions."

"RMSynergy Data Management is a simple and flexible tool for managing price changes, purchase ordering and catalogue maintenance. This has allowed us to improve our stock management in all areas of the business." **Chris Tourell, IT Manager, Garsons**


 Growing since 1871



The solution

- Microsoft Dynamics RMS
- HQ – 5 sites – 31 tills
24 HHTs – 2 Zebra Printers

RMSynergy:

- Promotions
- Price Matrix
- Attributes
- Loyalty
- Hospitality
- Data Management
- Reports
- Price Check Mobile
- Stock Take Back Office
- PO's & Transfers Mobile
- Stock Take Mobile
- RMR Real Time Integrator
- Q Busting Mobile
- Global Vouchers
- Advanced Loyalty
- Price Reduction
- Quotes & Orders
- Delivery Schedules
- Price Change Tracking
- Price Change Tracking Mobile
- Stock Adjustment

