

## 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:** Hayes Garden World  
**Sector:** Garden Centre & Wholesale Furniture  
**Location:** Ambleside  
**Size:** HQ - 2 site - 19 tills  
**Website:** [www.hayesgardenworld.co.uk](http://www.hayesgardenworld.co.uk)  
**Status:** Previously had EPOS from K3

### Background

Hayes Garden World is a family owned business that has been in existence, in one form or another, since the early 19th century.

Over the years they have been involved in the design & construction of gardens at Lowther Castle, Sizergh Castle & Chelsea Flower Show, where TR Hayes received royal recognition for his design in 1924. Five generations, of the Hayes family, have been involved in the gardening trade and the present site was opened in 1921.

There have been many changes to the site over the years, the latest starting in 2010, involving the expansion & development of their World of Plants, Outdoor Living, World of Interiors & new Pets & Aquatic section.

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

“We moved from our previous supplier as we were not getting the level of support that we wanted or expected.”

“Having seen Davidson Richards at the Glee Exhibition we felt that the combination of a Microsoft product (having previously used Nav from Microsoft) and Davidson Richards experience in the Garden Centre sector would be a perfect fit for our company – so far we have not been disappointed.”

### Benefits Microsoft RMS & RMSynergy has brought to their business?

“There is nothing better than a simple tool that saves you time and using Data Management to import supplier data from Excel has done just that.”

“Using the mobile devices to scan goods inwards has improved the accuracy and speed of processing deliveries.”

“We have really been making the most of the ability to have an item in multiple promotions at any one time. It helps ensure that we keep stock moving through the store whilst offering our customers a great deal.”



## The solution

- Microsoft Dynamics RMS
- HQ – 2 sites – 19 tills

### RMSynergy:

- Promotions
- Price Matrix
- Attributes
- Loyalty
- Purchase Invoicing
- Hospitality
- Data Management
- Reports
- Add Ins
- Mobile Suite
- Stock Take Back Office
- Real Time Integrator
- Q Busting Mobile
- Quotes and Orders
- Delivery Schedules



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