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.

National Museums Scotland

Name:	**National Museums Scotland**
Sector:	**Museums and Visitor Attractions**
Location:	**Scotland**
Size:	**HQ – 5 stores – 13 tills**
Website:	**www.nms.ac.uk**
Status:	**Previously using Bleep**

Background

Their wealth of treasures represent more than two centuries of collecting. Collections take in everything from Scottish and classical archaeology to decorative and applied arts; from world cultures and social history to science, technology and the natural world.

The collection is displayed across five museum sites in Scotland: the National Museum of Scotland and National War Museum, in Edinburgh, the National Museum of Flight, in East Lothian, the National Museum of Costume in Dumfries and the National Museum of Rural Life in East Kilbride.

As well as museums, the National Museum's Collection Centre, based in Granton, Edinburgh is home to millions of items not currently on display. It also houses state-of-the-art facilities for conservation, taxidermy and academic research. It provides advice, expertise and support to museums across Scotland, to help them enhance their own collections and displays. Currently, their work spans six continents extending Scotland's international profile and developing knowledge of our collections far beyond the museums.

Why did they choose Microsoft RMS from Davidson Richards?

"We chose Davison Richards based on their range of extra features [RMSynergy] for Microsoft RMS especially the enriched Reporting and Data Management functionality. We would also highlight the implementation of their system across our sites, which were first class."

Business benefits Microsoft RMS & RMSynergy have delivered?

"Improved reporting enables us to respond more quickly to sales trends and manage stock levels more effectively. Faster transaction processing is helping us to serve a huge uplift in visitors efficiently and with minimal queues."

Paul Wareham, Director of Retail, National Museums Scotland

The solution

- Microsoft Dynamics RMS
- HQ – 5 stores – 13 tills

RMSynergy
- Promotions
- Price Matrix
- Attributes
- Loyalty
- Purchase Invoicing
- Hospitality
- Data Management
- Reports
- RMS RTI

Microsoft Dynamics
Retail Management System

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