

## 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 RMSynergy.

**Name:** The Old Railway Line Garden Centre  
**Sector:** Garden Centre  
**Location:** Powys  
**Size:** 1 Site, 3 Tills  
**Website:** [www.olderailwaylinenursery.co.uk](http://www.olderailwaylinenursery.co.uk)  
**Status:** Previously used G7

### Background

The Old Railway Line Garden Centre was established back in 1990 by the present owners, Mark and Christina Cleary. The nursery started trading from an 8x6 greenhouse next to a lay-by in Three Cocks serving the local people with bedding plants grown by their own green fingers.

Situated in the heart of picturesque Wye Valley, nestling at the foot of the Black Mountains, the garden centre has grown considerably over recent years. Building work has now started on an entirely new structure which will replace a large proportion of the existing shop area and will be home to a beautiful new restaurant.

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

"We had been with our previous EPOS supplier for 8 years and decided that the equipment was ageing and that there were many limitations associated with the older technology. We had a presentation from Davidson Richards and were very impressed with the systems capabilities especially its ability to run complex promotions and the integrated loyalty system."

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

"We have been believers in the cost savings that can be associated with a good EPOS system. The benefits include, reduced stock holding, accurate reporting, live data, the range and complexity of promotions that were unavailable prior to installing RMS. Data Manager is an invaluable tool which saves no end of time inputting stock data to the main system."

**Huw Lewis, Manager, The Old Railway Line Garden Centre**

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



### The solution

- Microsoft Dynamics RMS
- 1 Site, 3 Tills

#### RMSynergy

- Promotions
- Price Matrix
- Attributes
- Loyalty
- Hospitality
- Data Management
- Reports
- Mobile Suite
- Stock Take Back Office
- Sales Ledger
- Advanced Loyalty
- Quotes & Orders
- Stock Adjustment

