

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: The Shakespeare Birthplace Trust
Sector: Museums and Visitor Attractions
Location: Stratford-upon-Avon
Size: HQ - 5 sites plus catering locations – Warehouse – 13 tills
Website: www.shakespeare.org.uk
Status: Previously used cash registers then PayPoint

Background

The Shakespeare Birthplace Trust are the world's leading charity in promoting the works, life and times of William Shakespeare and offer a unique Shakespeare centred experience with outstanding archive and library collections, inspiring educational and literary event programmes and five wonderful houses all directly relating to Shakespeare.

Why did they choose Microsoft RMS & Davidson Richards?

"We agreed on Microsoft Dynamics Retail Management System to take our business forward and having reviewed alternative providers, we chose to continue our relationship with Davidson-Richards. They have been our retail systems partner for the past 10+ years."

Business benefits Microsoft RMS & RMSynergy have delivered?

"The expertise of the development team has been invaluable and the extra features offered by Davidson Richard's RMSynergy have transformed our reporting and data management capabilities. We are confident that we now have a robust system to support the business for many years to come."

Sue Croxford, Head of Retail, The Shakespeare Birthplace Trust



The solution

- Microsoft Dynamics RMS
- HQ – 5 sites plus catering locations – warehouse – 13 tills
- RMSynergy
 - Promotions
 - Price Matrix
 - Attributes
 - Merchandising
 - Hospitality
 - Data Management
 - Reports
 - Price Check Mobile
 - Stock Take Back Office
 - PO's & Transfers Mobile
 - Stock Take Mobile
 - RMS Real Time Integrator
 - Queue Busting Mobile
 - Global Vouchers

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

