

## 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, our range of features called RMSynergy and the business benefits gained from the solution.

**Name:** Henry Street Garden Centre  
**Sector:** Garden Centre  
**Location:** Reading  
**Size:** 1 Site, 7 tills  
**Website:** [www.henrystreet.co.uk](http://www.henrystreet.co.uk)  
**Status:** Previously used G7

### Background

Henry Street is the largest rose grower in southern England. They have been growing roses for nearly 100 years and have over 350 varieties and 95,000 plants.

The business was originally the creation of Mr Henry Street at the beginning of the 1900s. Henry had three daughters, the eldest being Molly, who married Reginald Goold. Together, they continued rose growing at West End, near Woking, and eventually the nursery was taken over by Molly and Reg's son, Henry, in the 1970s.

In 1985, they moved to Arborfield, where 'cleaner' soil and larger premises allowed for expansion and Henry's four sons, Mark, Alan, Peter and Tim were able to join the business, which they now run.

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

"We were looking for a solution that offered increased flexibility over the system we had in place especially with regards to Promotions and Customer Loyalty."

"We found Davidson-Richards very useful and professional when switching information from our previous supplier as well as answering any queries we have had with the system."

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

"We had been running a Reward Card system through a third party but RMSynergy allowed us to have it in-house and to have much better control over mailings and customer interactions."

"The benefit has been to increase our Loyalty database to over 11500 active customers with a voucher redemption rate of over 60%."

**Tim Goold, Henry Street Garden Centre**



### The solution

- Microsoft Dynamics RMS
- 1 site, 7 tills

#### RMSynergy

- Promotions
- Price Matrix
- Attributes
- Hospitality
- Data Management
- Reports
- Sales Ledger
- Archiving
- Advanced Customer Loyalty



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