

Microsoft Retail Management System Customer Solution Case Study



Customer: MacGregor Home Centre
Website: <http://macgregormen.com/>
Customer Size: 1-99
Country or Region: Canada
Industry: Hardware Retailer
Partner: System Solutions LLC.

Customer Profile

MacGregor Home Centre is a lumber/building supply hardware retailer based out of Manitoba, Canada, providing lumber, building and hardware supplies.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics Retail Management System [2.02.0](#)

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

Canadian hardware retailer leverages multi-supplier EDI in Microsoft Dynamics® RMS.

“Insight into sales history in Microsoft Dynamics RMS has been a huge benefit to helping us plan more efficiently. Seeing that history also makes the purchasing process so much easier.”

Dan Zacharias, owner of MacGregor Home Centre

Microsoft Dynamics® RMS turns new point-of-sale users into cashier pros with integrated help screens, training videos, multi-supplier EDI and an ecosystem of support partners around Canada.

Business Needs

MacGregor Home Centre is a lumber/building supply hardware retailer based out of Manitoba, Canada. MacGregor has provided lumber, building and hardware supplies to their community of just over 1,000 people for over 27 years. With a surrounding community of farmers in the Rural Municipality of North Norfolk, MacGregor also provides supplies from live chicks to a wide assortment of farming tools.

Like most retailers in the home and hardware industry, MacGregor was running on an outdated DOS based system to manage their inventory and to complete customer transactions. This

system took a toll on a number of areas at MacGregor, including inventory control, accounts receivable, and reporting. Dan Zacharias, owner of MacGregor Home Centre says, “We were having major issues with inventory control and weren’t able to plan ahead for what our customers needed.”

Accounts Receivable was difficult to manage because their DOS based system would charge interest on accounts when it wasn’t supposed to. Dan explains, “Our Accounts Receivable process was very inconsistent and we ran the risk of overcharging as well as undercharging our clients on a daily basis if we didn’t manually check the data.”

This inconsistency and manual checking led to a number of reporting pains. MacGregor wasn't able to find the information they needed in real-time to make important business and inventory based decisions. Dan says, "Reordering was a huge pain. Since I couldn't see what items I sold each month, I didn't have any insight or history to base my purchase decisions on." He continues, "As you can imagine, this resulted in too much or too little inventory...too often."

Solution

In 2011, MacGregor started their research for a new technology solution. They narrowed their search down to three options including Microsoft Dynamics® RMS, ProfitMaster Canada, and CashierPRO. Dan did his due diligence by attending tradeshow, scouring factsheets, and talking with the vendors but found Microsoft Dynamics to be the right fit. Dan says, "Microsoft Dynamics RMS seemed to be the most flexible from the get-go and it didn't cost an arm and a leg."

MacGregor teamed up with System Solutions, LLC to implement Microsoft Dynamics RMS in November of 2011 and by December 31st, they were ready for the New Year. By the time MacGregor launched their new system, System Solutions had made over 90% of their items scannable with bar codes. Since no items had bar codes before that, this was quite a feat to accomplish in just under two months. Now, all of their items at MacGregor have bar codes associated so that tracking, scanning, reporting and delivery are as smooth as can be.

Benefits

Sales History and Supplier Tracking Opening Doors...And Discounts!

With integrated insight into sales history, MacGregor can now see what they sold, when they sold it and who they sold it to. Dan says, "Sales history alone has been a huge benefit to helping us plan more efficiently. Seeing that history also makes the purchasing process so much easier." Another level of integration with an Electronic Data Interchange (EDI) solution allows MacGregor to track multiple suppliers, Castle / Orgill and TruServ, which have the same items along with the costs associated. With this level of detail, Microsoft Dynamics RMS can suggest purchase orders based on which suppliers have the items at the lowest cost, saving MacGregor time and money in the process.

Built With Contractors in Mind

Another great feature within Microsoft Dynamics RMS is helping MacGregor meet the needs of their building and contracting customer base. Dan explains, "When builders and contractors work on different sites, we can ship the product to multiple locations and break that out on their all-up statements." This way, MacGregor's customers don't have to figure out their profit margin once their job is completed. MacGregor provides the data, increasing their customer base in this industry by about 5%.

Quicker Checkout Lines and Happier Customers

MacGregor's old DOS based system was very difficult to use but now it's much easier to train new employees at the checkout lines. Because all of their items are scannable, complete with barcodes, customers also experience a much quicker

checkout time, concluding their shopping experience at MacGregors on a high note.

With special order tracking integrated in Microsoft Dynamics RMS, MacGregor can also customize pricing for each customer. Dan says, "We use the 'Price Matrix Tool' on an hourly basis to view whether discounts are profitable for us or not, helping us serve our customers better while maintaining a profit margin we can agree with and control."

Cost Savings Where You Wouldn't Expect

One of the reasons MacGregor chose Microsoft Dynamics RMS is because it was able to work with their current hardware. Dan says, "We didn't have to buy new computers for everything, making it much more cost efficient from the beginning." He continues, "By going with Microsoft Dynamics RMS, we saved \$25,000 and that was before all the other cost savings we're now realizing from streamlined processes."

With Microsoft Dynamics RMS, MacGregor is also able to use (small) receipt paper instead of large 8.5x11 sheets, saving money...and trees!

A Trusted Partner

MacGregor is located in Canada and their partner, System Solutions, is based out of Connecticut, and together there are no bounds to what they can accomplish. Dan says, "System Solutions is a great partner to have. They are quick and responsive to our needs, even after implementation. Even though I don't even know what our consultant looks like, we trust in them to provide the level of support we need."