

Orgill and Emery-Waterhouse Hardware Dealer Chooses Microsoft Dynamics RMS



Customer: Oakland Hardware
Website: www.oaklandhardware.com
Country or Region: U.S.
Industry: Retail: Hardware and Home Supply
Partner: System Solutions

Customer Profile

Oakland Hardware is a full-service home supply center in business more than 50 years with a variety of items from suppliers such as Orgill and Emery-Waterhouse as well as independent manufacturers.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics Retail Management System 2.0

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

Microsoft Dynamics RMS Replaces ECi RockSolid POS

“We are getting so much more for our money with Microsoft Dynamics RMS. It’s an excellent integrated POS system for our industry and requires very little customization to do everything we need it to do.”

Jim Maggio, Owner of Oakland Hardware

Business Situation

Oakland Hardware is a full-service home supply center and for more than 50 years has served the community in Oakland, NJ. Working with large hardware suppliers like Orgill, Emery-Waterhouse and Hillman, and several independent manufacturers, allows Oakland Hardware to offer customers an expansive array of products. To stay competitive, it’s critical to offer modern capabilities while running as efficiently as possible.

For 6 years, Oakland Hardware had been using an ECi RockSolid POS® system that was lacking in functionality, speed and support. There had been minimal feature upgrades in the technology that were helpful to their business and getting support for the product was also becoming a serious problem as issues would take days to resolve. Additionally, the store needed important capabilities and flexibility their existing POS system simply couldn’t deliver at all such as the ability to work from mobile tablet devices and offering a customer loyalty program.

Fighting manual inventory processes was another big concern for Oakland Hardware. Their larger suppliers would issue product updates that couldn’t easily be imported into their existing system. And when the store purchased products directly from independent manufacturers, hundreds of new items had to be entered into the system one at a time or they would have to pay the software manufacturer to do a mass item loading. This cost valuable time which affected profitability and presented the risk of human errors and inaccurate inventory.

When RockSolid updated their system to include integrated credit card processing, Oakland Hardware learned this meant they could no longer use their existing third-party credit card processing system with the RockSolid system. They needed a solution that offered them the flexibility to continue using their preferred independent credit card processing company.

"We needed more latitude from a POS system in terms of the platforms we could use, as well as how we could improve the entire experience for our customers, our suppliers and our employees," says Jim Maggio, owner of Oakland Hardware. The search for a new and improved POS system began in early 2013 with a lot of research through vendor shows and getting a feel for what was out there. It was important to Jim and his team to find not only the right system for their business, but the right partner to support them. After talking with the team at System Solutions, and favoring Microsoft Dynamics Retail Management System (RMS) for their new POS system, Jim made some calls and confirmed that they would be getting a powerful POS system and excellent support from System Solutions.

Solution

System Solutions got to work gathering all of the requirements Oakland Hardware needed from their Microsoft Dynamics RMS system. Once the system was downloaded and installed, System Solutions was able to remotely configure it to fit the company's specific needs as well as get their huge database cleaned up, properly mapped and converted into their new system. They also implemented several features to help Oakland Hardware streamline operations from inventory to customer service.

"Truthfully, the whole process went very smooth and took less than six weeks. We were able to utilize most of our existing hardware and System Solutions provided us with all the training we needed. They have been there for us every step of the way," says Maggio.

Benefits

Intuitive, Integrated POS Capabilities

Microsoft Dynamics RMS has all of the features, functionality and flexibility Oakland Hardware needed already built-in and seamlessly integrated with no need for third-party software and separate fees. Though Microsoft RMS features integrated credit card processing capabilities, it also provides the freedom Oakland Hardware wanted, enabling them to continue using their existing third-party credit card system with no problems.

Real-time Supplier Updates

System Solutions implemented automatic multi-supplier Electronic Data Interchange (EDI) with their major suppliers so the store receives nightly updates without having to manually key in the information by hand, boosting productivity and accuracy. Up-to-date product information is ready to go for staff first thing every morning instead of taking weeks.

Ability to Work On-the-Fly

With their new tablet devices, staff can freely move around and still do anything they can do at the computer. Mobility means less time at the computer and more time out on the floor helping customers.

More Efficient Sales Process

Customers can get in and out quickly with a speedier checkout process including up-to-date inventory and the ability to return and sell items in the same transaction.

New Way to Attract and Retain Customers

Microsoft Dynamics RMS automatically tracks customer activity based on certain criteria allowing Oakland Hardware to finally build and manage the customer rewards program they wanted. This will

help them attract new customers, better serve their loyal customers and more effectively target their marketing.

Easy Import of Large Amounts of Data

New capabilities include being able to add, update, map, sort and upload data in mass which is something the store could not do before. Reports can be modified by simply dragging and dropping columns.

Convenient Customizations

With Microsoft Dynamics RMS, Oakland Hardware can tailor their fields, screens and system to the way they need to work, without the need for costly add-ons or programming.

No More Messy Paper Binders

Previously, staff had a paper binder jam packed with barcodes for items that would have to be found and scanned manually to add to the sale. Now, all of those barcodes are stored in the system and conveniently categorized so they are easy to find and add to the sale, drastically speeding up the selling process.

Exceptional Support

Of all the improvements Oakland Hardware has gained, the most appreciated has arguably been the attentive and knowledgeable support from the System Solutions team.

Oakland Hardware owner, Jim Maggio, has been extremely pleased with his decision. "We are getting so much more for our money with Microsoft Dynamics RMS. It's an excellent integrated POS system for our industry and requires very little customization to do everything we need it to do." He adds, "And System Solutions has been wonderful to work with. They are very familiar with our industry and so

accommodating. Every request we have put out there has been met with answers quickly and honestly. The return on our investment will be very fast.”