

## Hughes & Hughes implements €600,000 EPOS Merchandise Management System

### THE COMPANY

Hughes & Hughes is Ireland's fastest growing, most dynamic book retailer, and the only Irish bookseller to expand into the UK. The company has 12 locations in Ireland, one in London city airport and two at Terminal 5 at Heathrow Airport, employing 260 people. The company has implemented a €600,000 Electronic Point of Sales System (EPOS) Merchandise Management System in line with a change in trading operation where they are moving to a complete central distribution model.



From left, Foreground: Tony McEntee, MD, Hughes & Hughes; Edel Creely, MD Information Technologies & Business Solutions, Datapac; Background: Pete Williams, Hughes & Hughes Store Manager, Stephen's Green; Gareth Soye, Senior Retail Consultant, Datapac.

### THE OBJECTIVE

"We are moving to a complete central distribution model where everything is bought centrally, delivered centrally and fed to the stores from our warehouse," explains Tony McEntee, Managing Director at Hughes & Hughes. "We want to have a single invoice point, single delivery point, reduced administration and the assurance that buyers need to only make one buying decision. We also needed a system that would report instantly on what is selling along with margin being generated."

Hughes & Hughes had previously used a retail system but found that it was not cost effective nor could it expand to keep pace with the company's continued growth and expansion.

"We needed a retail solution that was very user friendly with a clearly defined development map," continues Tony. "The chosen retail solution had to benefit the business by providing sophisticated, timely and accurate reporting from the till and delivering an integrated end-to-end solution, ensuring the capacity of the business to react quickly to market conditions."

### THE SOLUTION

Hughes & Hughes selected Microsoft Retail Management System from Datapac because of Microsoft's quality and Datapac's expertise and knowledge of the solution. "We wanted a solution that is SQL server based which will integrate simply with our finance, logistics and other critical systems and is largely an out of box solution," says Tony.

Hughes & Hughes can carry as many as 100,000 SKU's so stock control had been extremely difficult and time consuming. As part of the solution, Datapac is implementing 50 IBM Surepos Tills to allow both the customer and sales assistants to see the screen with product details. "The Surepos tills are touch screen box units which will allow staff to know what is in stock and be able to access the websites to pick up on titles that we don't stock, also allowing them to look for specific customer requests. They can place orders and take deposits against specific customer orders," says Tony.

"The solution also gives us a powerful promotions module so that we can run a wide range of promotions with full tracking and reporting facilities. It will also integrate card payment and gift card management directly through the Hughes & Hughes system which will eliminate using handheld pdqs. This eliminates error and certain levels of potential fraud along with improving our efficiencies in reconciling our cash," continues Tony.

"Trends emerge quickly, particularly in airport retailing. We can now run replenishments from the warehouse at lunchtime, specific to each shop, based on sales over the first few hours in the morning and replenish what we sold, and by mid afternoon we have it there for the rush in the evening." The laborious element of generating replenishment orders with pens and lists has been removed.

"I can now pinpoint the performance of just one line, one supplier, or one store. Alternatively, I can ask for any combination of these. The real benefits of using the solution are the ease of use of the system and its speed of response," concludes Tony.

### QUICK FACTS

Datapac is the leading Irish business technologies provider.

- 200 employees in Dublin, Wexford, Cork & Belfast
- Turnover of €60 million in 2007
- Over 1,000 customers entrust their IT support to Datapac

### ACCREDITATIONS

Just to name a few:

- IBM Business Partner
- Microsoft Gold Certified Partner
- Microsoft Small Business Specialist
- Microsoft Business Solutions Partner
- HP Preferred Partner & ASP
- Citrix Gold Solution Advisor
- VMware Enterprise Partner
- Cisco Select Certified Partner
- ISO 9001:2000

### SERVICES

Datapac offer many services including:

- Retail EPOS solutions
- IT support & maintenance
- Virtualisation & storage solutions
- Imaging & printing solutions
- Infrastructure design & delivery
- Converged voice & data networks
- Citrix & Access solutions
- Security solutions
- ERP solutions
- Computer & printer consumables

### CONTACT US

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"Datapac really knows the retail business well – we were impressed with their speed of response, flexibility and business expertise,"

Tony McEntee - Managing Director  
Hughes & Hughes