Dimensional | Business Solutions

Reference Booklet

Vogue
|Retail Professional

ARGo
|Business Pro

Voyager
|Sporting Goods

Business Software That's Made to Fit

Shoes: Clients Past and Present

Shoe retailers have specific requirements that differ from other types of retailers. Their transactions types are distinctive, the product types are diverse, the seasonality and uniqueness of their products lends to a very different type of business system requirements. These retailers use the clothing matrix (Style, Color, Size and Width)
A selection of our clients that would fit into this category are listed below.

The Foot Shop

Arnold Churgin Shoes

What made you invest in a new system?

Our primary need was for control of accurate collection of sales information. We needed this information to be collected in a consistent way to process customer data accurately and reliably. In addition we needed our sales information to be correlated to our customer history and inventory data.

Why did you choose Dimensional Business Solutions?

We needed an organization to provide stable, consistent and local service. We needed a very flexible organization that would be willing to investigate and adapt to any circumstance; they needed to be focused on providing systems solutions. A lot hinged on the technical expertise of the individuals involved.

What was important about this system for you?

The system focuses very well on the needs of the cashier/salesperson at point of sale. It has good quick customer look-ups, and is very fast and efficient to process a sale. The four dimensional grid was a must for us. I can't believe that a package fit a shoe store so well. The system lets us sort by color. We put in a significant amount of transactions and have a 98% reliability on data gatherng, which is great for our needs.

How has the system affected your company?

It has significantly enhanced executive decision making capabilities. Point of sale efficiency in collecting customer and sales information with speed has also increased. It has also streamlined and focused administrative functions.

What are the most useful functions of the system for your company?

The four dimensional grid display is key to our sales strategy. The sales staff use employee sales information to determine their individual standing against their targets.

How do you see the analytical potential of the system for your business?

The capacity for our executives to make sound strategic decisions is key to our business. There is plenty of untapped potential to create meaningful reports on captured data.

Where do you want to take the system next?

We want to have a multimedia database for inventory to be used for multimedia marketing on web sites. It would allow our clients to view our selections in their sizes prior to coming into the store. This expands our selling area to beyond the walls of our stores.

In hindsight, was the investment in the system justified?

Absolutely. Unquestionable. The cost has been very justified. The real time solution with inventory, sales and customer information being updated across all our stores instantaneously has been great. Without this real-time solution we could not expect to get our inventories accurate enough to deal with the larger "fuzzy" executive questions of inventory efficiency.
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Apparel Clients Past and Present

Clothing retailers have specific requirements that differ from other types of retailers. Their transactions types are different i.e. Sales, Layaways, Special Orders, Custom Orders. The product types are very different, the seasonality gives rise to a wide array of pricing issues such as promotions, special pricing, discounting in a way to maximize profits. The clothing matrix (Style, Color, Size and Width) is absolutely critical in order to make the buying process more accurate. Customer Relations Management is of the utmost importance to retain customers. Information must be at your finger tips to provide great service.

A selection of our clients that would fit into this category are listed below.

James and Dickson Clothiers

Why did you invest in a computer system?

We had to get a more controlled way of managing our customer database. Knowing the customer's sizes and his preferences lets us provide personal service that would be impossible without a POS system. Being able to print personalised letters, and produce direct mail to specific groups of customers is a pivotal part of our promotional program, so the computer plays an important role there too.

Why did you choose this system?

After having viewed a demo of the program, we decided it was the most appropriate system for our operation. It's easy to understand, has excellent inventory control and sales reporting, as well as the customer profiling that is so important to us. Also Dimensional Business Solutions has such a good reputation for great support that we knew we would have help when we needed it.

What is the most useful function of your POS system?

Analyzing the gross margin of different product lines and having stock turns at our fingertips has been the most useful for increasing our profits. It makes it easy to identify 'winners' and 'losers' so we have much better inventory control. With the capabilities of the customer database we also find that our promotions get much better response than before.

What do you think of using computers in your business?

You're living in the dark ages without them! No operation today can afford not to have the information they provide. It's very competitive in retail these days and you need every advantage you can get.

In hindsight, was the investment in the system justified? Would you do it again?

Absolutely! Without question! If you aren't on top of what is happening with your customers and your inventory, you aren't competitive, and we all know what that means! We feel that the system paid for itself within the first six months. It's given us a sense of security and confidence that we are doing the best job possible on every front.

What can you do now that you couldn't do before computerizing?

That list is a mile long, but to sum it up we now have control over our inventory and our customer database. We have a 'real' picture of our inventory costs, and we know who our customers are, what they are buying and when they are buying it.

Wholesale Clients Past and Present

Wholesalers have specific requirements that are very different from retailers. Their transactions types are different i.e. Purchase Order, Sales Order, Acknowledgements, Picking/Packing & Invoicing. The Accounts Receivable process must be streamlined and accurate to ensure correct cash flow and product delivery. Argo Business Pro has all the features necessary for clothing importers including the clothing matrix (Style, Color, Size and Width) throughout the entire system.

A selection of our clients that would fit into this category are listed below.

Porcupine Creek Supply

Strellson

We've had an ongoing relationship with DBS. Their honesty and commitment to the product was important to us. In addition their understanding of our business needs and requirements ensured that we would have a good fit of the software to our company.

Why did you choose this system?

There are several reasons. The system is easy to use for everyone in the office ... from heavy to light users. Secondly, the package works within a Windows environment. This was important because as a company we wanted to look at other uses of our system, such as the Internet. Another important factor was its ability to integrate Accounts Payable, Accounts Receivable and inventory control. Overall the program's flexibility impressed us.

What do you think about the use of computers in your business?

They are the key to our company's future. These days we can do more work with the same staff levels. Computers are definitely here to stay, and learning to use them effectively will help anyone improve business efficiency.

How has the system affected Strellson?

As the primary user I can comfortably say I can get more done easier and faster. The ability to control inventory as precisely as we can in this system is vital to our business. I can keep tabs on specific items in stock very easily.

Where do you want to take the system next?

The potential is so great that it's beyond anything we have ever had before. We will be able to fine tune the specifics of our business in a variety of areas over the next year ... and beyond. Once all the basics have been looked at and adapted to our way of doing things, we would like to take advantage of a fully UPC scanning system for all of our inventory movement. In addition we would like to explore the use of the Internet for our business.

In hindsight, was the investment in the system justified?

Very much so. But it is important to understand that the investment is an on-going one, like regular maintenance on a nice car.

Sporting Goods Clients Past and Present

Sporting Goods retailers have one of the largest range of specific requirements that differ from other types of retailers. Their transactions types are made up of Sales, Returns, Warranty, Rentals, Special Order, Work Order, E-commerce, Clothing, Serial Numbers, Packages, Loyalty Programs and many more. If that is not enough, they have different product types, deal with seasonality and the uniqueness of their products lends to a very different type of business system requirements.

A selection of our clients that would fit into this category are listed below.

totem outdoor outfitters

PROFESSIONAL SKATE

ultimate fit centre RUNNING STORE

GORDS RUNNING STORE

JARDINES

Sun Peaks

Russell Sports

Spruce Meadows Tack Shop

What made you invest in a new system?

Our system was simply not adequate to handle the amount of inventory we were carrying. Not just that, but we wanted to optimize inventory levels so we wouldn't be carrying inventory that wasn't turning. We wanted effective budget controls over our inventory.

Why Dimensional Business Solutions?

One of our major criteria for a new system was that there had to be excellent local support. When we talked to the retailers that had systems installed and supported by Dimensional Business Solutions we liked what we heard – excellent service 24 hours a day, 7 days a week – that's the kind of support we had to have!

What has been the staff's reaction to working with the system?

Ease of use by staff was a major concern when we were looking for a new system. Our staff were able to learn how to use the system at the point of sale very quickly, and they like it. From management's point of view productivity is better, and the staff have the information they need to give the first rate service our customers expect.

What is the most useful function of the system for you?

For us it's the inventory reports. I can tell at any time what I have on hand, without going out onto the floor and searching for it. Not only that I can see how an item is performing, which items are slow movers, and what items I need to reorder. It makes my life a lot easier! I also like the way the system handles promotions and sales. We find it to be pretty foolproof.

What do you like about using computers in your business?

Answers! That's what I like! When I have a question I can get the answer! No more eyeballing inventory or guessing at inventory levels. When I need information it's there for me at the push of a button.

In hindsight, was the investment in the system justified? If you had it to do all over again, would you?

Without a doubt we would. It's a lot of work to install a new system, but without a system like this it's like driving at night without any headlights. You know you're moving, but you can't see where you're headed. Now we have the information to see where we're going and to run our business more profitably.

Specialty Clients Past and Present

Specialty retailers have specific requirements that make or break their business. Their ability to adapt business processes to meet the ever changing environment is extremely important.The uniqueness of their products lends to a very different type of business system requirements. These retailers usually have custom modifications made to their systems to automate those processes, ensuring quick and easy transactions for their customers.

L'ORÉAL

Rascals PET SUPPLIES

Kodak

BRESLAUER & WARREN Jewellers Since 1919

SINCE 1949 FULLER'S JEWELRY

rockymountain® Saunas | Pools | Spas

HI-PRO FEEDS

•MUT HUT• PET EMPORIUM

CSI Canadian Securities Institute Moody's Analytics Training & Certification Services

strellson ⊕

Hallmark CANADA

Wicker Land Patio Furniture

e-Commerce Clients

Retailers and wholesalers need to embrace the web in all its formats whether it be e-Commerce sites, Facebook, Twitter or EDI to suppliers. The web brings new revenue streams and promotional avenues.

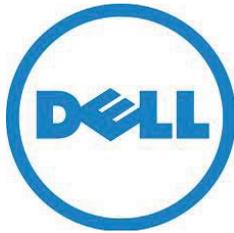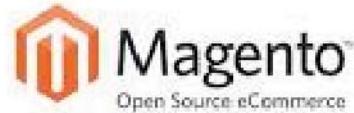A selection of our clients that would fit into this category are listed below.

JAMES & DICKSON
CLOTHIERS

Shoe Craze

• MUT HUT •
PET EMPORIUM

DHS
DARK HORSE SADDLERY

Arnold Churgin Shoes

Dimensional Business Partners

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