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Ned Fox
UK Ltd   Experts In Retail ICT

HTA MEMBER

Case Study
Garden Retail Services

GroenRijk
Weet wat er leeft

GRS Inkoop B.V.

GRS Retail B.V.
Samen Retailen

GRS Services B.V.

Introduction

'Garden Retail Services' or GRS is a group of around 200 independent garden centres in the Netherlands and Belgium that enjoy the benefits of central services such as buying, marketing, ePOS, accounts, benchmarking and H.R. NedFox has been the exclusive providers of ePOS (and other retail services) for the group since 2005. GRS is the largest organisation of its kind in the Netherlands.

GRS has 4 types of membership:

• GroenRijk: Garden centre 'soft franchise' formulae (x30)
• GRS Retail: Buying group with logistics, ePOS and sales (x130)
• GRS Inkoop: Pooling of activities of logistics, purchasing and category management
• GRS Services: Pooling of activities in the field of housing, ePOS, accounting and human resources

NedFox is GRS' preferred supplier for ePOS.

The many years of cooperation between GRS and NedFox have led to an ePOS system that is tailor-made for garden centre organisations, chains and independents. From small to large, for owners with single sites to owners with multiple sites.

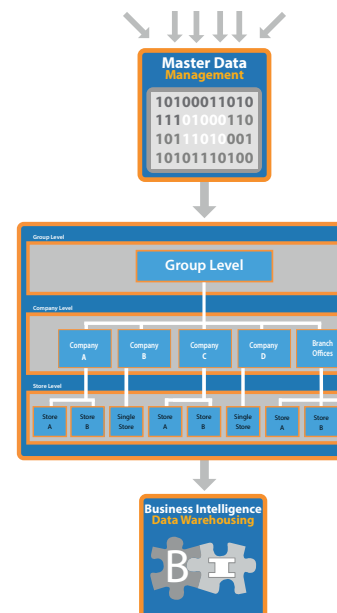The current system 'RetailVista ERP' went live at the first GRS garden centres in February 2008.

OMNICHANNEL   RetailVista

So, what does the cooperation between GRS and NedFox mean, and how is RetailVista deployed at their head-office and at the garden centres?

GRS head-office

Suppliers' information, terms & conditions and promotions

'Head-office' accumulates and processes all suppliers product and price information

At the head office, all product and price information from, and the price agreements with suppliers, are collected and processed in a Master Data Management system (MDM). All planned promotions are also entered in the MDM system.

Master Data Management
10100011010
11101000110
10111010001
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Group Level

Company Level: Company A, Company B, Company C, Company D, Branch Offices

Store Level: Store A, Store B, Single Store, Store A, Store B, Single Store, Store A, Store B

Business Intelligence Data Warehousing
B I

When terms and condition are agreed, this information is released, after which this information is transferred to the central, hosted, RetailVista system.

Depending on the type of formula to which a garden centre is affiliated (GroenRijk, Marketing, Buying), the garden centre receives the information that applies to them.

The RetailVista product file for GRS holds currently 1.6 million product records with extensive product information. This does not affect the performance of RetailVista. Also, the fact that millions of transactions go through the system has no influence on the performance.

For the processes that follow for the garden centres, I refer to the chapter "GRS garden centres"

Business Intelligence (BI)

All transaction data from garden centres is collected in the ePlato data warehouse, developed by NedFox. A Business Intelligence tool has been developed by GRS to process this data for business comparison applications. Information from non-preferred suppliers can easily be imported via an Excel import. The retailer can make use of the wide, and in-depth functionality that is available within RetailVista. More than 20 years of experience in the garden centre industry has ensured that RetailVista has become the bench-mark for garden centre operators, but without the associated cost.

Because RetailVista is a cloud-based solution, the retailer does not have to invest in a server, with associated OS and SQL database licenses, backup, system management, updates, etc.

The retailer has the convenience that he or she can work with RetailVista, wherever there is internet, or has insight into the current state of affairs. RetailVista is made available by NedFox via hosting at a main and, for extra security, at a secondary fail-over location. The operator does not have to purchase and maintain a server system outright, just pay a nominal monthly charge.

Due to the modular design, every retailer chooses the functions that are suitable for them. Here too, there is no purchase of modules with annual maintenance rates, but a monthly fee for the use of these modules.

RetailVista modules, divided by functionality

Base Modules
o Product Information/ Suppliers' Information/promotions
o Product Lists
o Labelling

Sales Modules
o Point of Sale
o Gift Cards
  ☐ Within 1 store or, across multiple locations or the organisation/group
o Loyalty/Customer Retention
  ☐ Within 1 store or, across multiple locations or the organisation/group
o Till Reconsilliation
o Invoicing
o Price Checker
o Customer Counter
o Webshop
o Statistics

Logistics
o Stock
o Store Room
o Purchase Orders
o Goods In
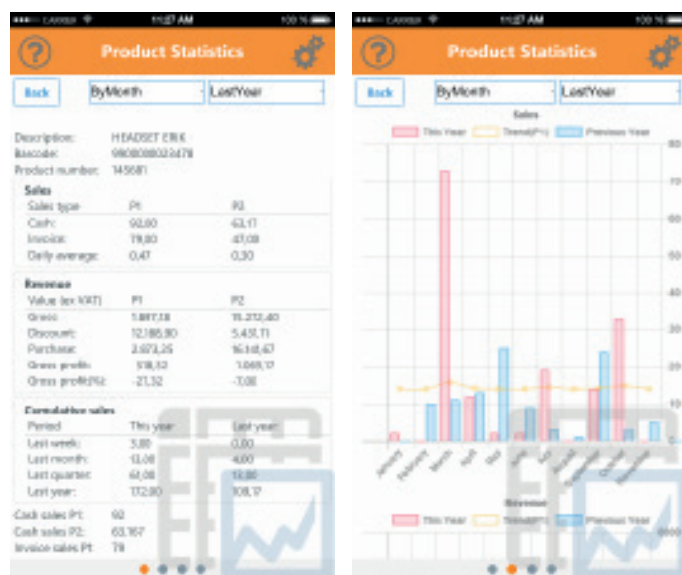o Purchase Order Control
o Quotations
o Sales Orders

Interfaces
o EDI
o Financial Exports/Accounts
o Data warehouse

Others
o Stores / Store Administration
o Shop-in-Shop Concept

These functions can be accessed via a PC or laptop, but also on the shop floor itself via a PDA / Handheld terminal via an app on tablet or smartphone.

More information is available on
nedfox.com/retailvista-mobile/

Benefits

What have the benefits been for the organisation?
It is best to listen to what the users have to say about RetailVista.

To quote one retailer: "I am very happy and satisfied with RetailVista. It has brought me more than I dared hope. The organisation provides the majority of the information, and I get it ready to use in a clear manner. With Retail-Vista, we have been able to streamline and optimise our processes. We now work much more efficiently and are able to serve our customers better."

And that's what matters. Being able to work more efficiently, so there is more time to deal with customers, both in the store and online, in order to be able to sell more and, at the same time, reduce costs.

RETAILVISTA
Cloud-based ERP for Retail

RetailVista ERP omni-channel platorm

RetailVista ERP, was the first retail platform in Europe to run entirely in the cloud in 2008. The principle of Retail-Vista is 'Best of Breed'. Gather the best partial solutions for the client and ensure that they communicate seamlessly with each other, so that the created I.C.T infrastructure optimally matches the processes for the end user. So RetailVista for logistics and sales-related processes, an accounting program for financial administration, a webshop and customer app for B2C communication etc.

With a Best of Breed solution, you have the certainty and guarantee that each sub-process is optimally filled in by the specialists in those sub-processes and therefore delivers the most return for you. The 100% openness of RetailVista, the heart of the Best of Breed ecosystem, guarantees a seamless connection with the other systems.

This seamless integration also offers you the opportunity to be an omni-channel retailer.
All data is central and is processed centrally. This offers you the possibility to always inform the consumer in an unambiguous way, regardless of the medium that the consumer chooses, at a certain moment in the consumers purchasing process.

RetailVista ERP Suite

You can find more information about this suite on the website. For this you can click on the schedule below or go to nedfox.com/backoffice-erp/ or contact us:

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About GRS

Taking care of logistics, purchasing and category management and support of shop automation and management information for garden centres in both Belgium and the Netherlands are the core tasks of GRS Services and GRS Purchasing B.V. The aim is to make it as easy as possible for affiliated retailers. Garden Retail Services was created in July 2005 from a legal merger between TuinSpectrum Nederland and VesaTuin. In 2012, the company was split into four BVs (Ltd's): GroenRijk Retail, GRS Retail, GRS Purchasing and GRS Services. The garden centres themselves are affiliated with GroenRijk Retail or GRS Retail. GRS Purchasing and Services are subsidiaries thereof. GRS Purchasing provides purchasing facilities for garden centres. GRS Services provides, among other things, store automation and management information for the affiliated stores. In total, there are almost 200 GRS garden centres in Belgium and the Netherlands.

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About NedFox

NedFox provides cloud-based retail software for point of sale and retail management that help you manage your organisation more effectively with a higher return on your I.T. investment. Our solutions are known for the enormous scalability and usability in various retail branches.

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