

THE BUSINESS BENEFITS

Because Dennard's power equipment service and rental business was growing at an unprecedented rate, they needed a complete business management system that could handle all the unique needs of each facet of their business (lawn&garden sales, equipment rental & servicing, furniture sales, and more...) but still function as a single "out-of-the-box" solution. What they got, was so much more than anticipated.

"Every report I want, Windward's got it." says Tim Ferguson. **"It's saving me time at month-end and will save me even more at year-end."**

What's more, when staff want to **"discount a customer on-site they can discount a subtotal instead of each individual piece - there are so many time savers I don't know where to start or stop."**

For Dennard's, efficiencies and business benefits are about saving time; saving resources; and making it easier to give each customer more attention.

Windward's RetailPOS is not just a point-of-sale

picture of Tim

"I needed something that all my staff could work, regardless of what department they were in... Windward gave me everything I wanted"

Tim Ferguson, Owner

solution, it's also a CRM, accounting & reporting tool, and an inventory control software package - all built into one easy to use interface - which means that as a business owner you don't have to buy 6 different software applications and pull your hair out trying to make them all sync up.

Windward's RetailPOS is a guaranteed solution - just ask Tim.

From start to finish, Windward's implementation team helps you get up and running without downtime or any additional costs to your business.

The business benefit of using Windward's RetailPOS is more time, better processes, and bigger profit margins.



Speak with a Windward representative today, and book a live demo appointment!

Windward Software Inc.
Suite 200 - 3547 Skaha Lake Rd
Penticton, BC V2A 7K2
Toll Free: 800.663.5750
Fax: 250.492.8886

 retailpos.wws5.com

CASE STUDY



DENNARD'S FARM SUPPLY

WHEN YOUR INVENTORY IS SO DIVERSE THAT IT INCLUDES EVERYTHING FROM RETAIL PRODUCTS TO PARTS & MOTORS, A STANDARD OFF-THE-SHELF POS JUST WON'T CUT IT...



BUSINESS SOLUTIONS FOR A DIVERSE INVENTORY

DENNARD'S FARM SUPPLY



COMPANY PROFILE

From Western Wear to Wagons, for over a hundred years Dennard's has been a landmark retailer and farm supplier servicing the community of Whitesboro, Texas.

From the 1890's, when only a single kerosene lamp lit the storefront; to today, with its new 30,000 sq ft building - Dennard's is a family run business that cares about its community and keeping a quality of service that is unparalleled for another hundred years.



THE BACKGROUND

When Dennard's owner, Tim Ferguson, opened his new storefront he quickly realized that Dennard's had outgrown its business management processes. After all, his inventory had grown beyond that of just retail; he was renting and servicing farm equipment, selling Western style furnishings, and still operating the farm supply business that started more than a hundred years earlier.

What's more, **the store's current processes involved a limited POS software, a triplicate paper trail for customer accounts and credit purchases, a manual system for parts and service, and an accountant that spent the bulk of her time reconciling** a mountain of papers, POS reports, inventory counts, and then inputting it all into her financial software. This was Dennard's "real time" and customer-centered solution.

THE CHALLENGE

For Windward Software, the challenge was **implementing an Intelligent Point of Sale system that would also function as a better way to manage customers and a diverse inventory.**

The system had to:

- Reconcile everything from inventory and accounting to CRM and e-commerce.
- Eliminate double or triple entry into multiple software applications, leading the way to better, faster, more profitable decisions - and free up the accountant to actually do accounting.
- Be built on a **complete understanding of Dennard's core market and industry.**
- Be able to handle both retail merchandise and parts & service records in one system.
- Be fully integrated into different vendor ordering and search functions.
- Be so user friendly that the entire staff of Dennard's could master it in little to no time, ensuring a more efficient management solution that would also provide a better customer experience.
- Work for today's problems and needs, as well as everything that tomorrow could throw at it.
- Be a **guaranteed** overall cost savings to Dennard's right out of the box.

THE SOLUTION

For Windward, the solution wasn't just software based... it absolutely had to include service too.

First up, tailoring Windward's System Five POS Software to include:

- an integrated point of sale,
- inventory control,
- purchase orders,
- customer management,
- and back office accounting.

All of it **designed for the unique needs of Dennard's Farm Supply, to help them run their business and not just report on it.**

Second thing, **make sure that the implementation was seamless** - Windward backfilled inventory and sales records into the software - data entry wasn't going to be up to Dennard's.

Third thing, **educate the entire staff** - Windward not only did onsite training, but created a log of webtutorials and video demonstrations for review and future staffing needs.

Lastly, at Windward the integrated business solution doesn't stop the minute the check is cashed. **We continue to provide Dennard with same day tech support and ongoing maintenance** as their business needs continue to grow and change.



ABOUT WINDWARD

With several thousand installations in 31 countries, Windward Software Inc. will be around to support you, add functionality to the product as your business evolves, and most importantly, help you gain control of your business. It's what we've been doing since 1984.

Windward Software Inc., is a software developer dedicated to providing the most flexible and user-friendly, fully-integrated business management system on the market. Windward System Five offers functionality to suit simple to complex business needs at a very competitive price.

