



## Gerten Landscape Supply

### Company Facts

- Headquarters: Inver Grove Heights, Minnesota
- Industry: Lawn and Garden
- Number of Stores: 1
- Number of Employees: 75 full time, up to 400 during Spring and Summer

### Executive Summary

In March 2002 Gertens began running on the Eagle system. Replacing their previous system with Eagle provides faster retail transaction processing, improves inventory accuracy, delivers data for decision making, and best of all—increases customer satisfaction and handles more customers on busy spring weekend days. Eagle's easy-to-use point of sale solution makes it easier to have seasonal cashiers quickly successful. A leader in using technology to solve business challenges, Gertens uses Eagle in innovative ways to make a difference in their bottom line.

### Massive Nursery Demands Effective Retail Solution

Gertens is a 100-acre garden center and nursery located outside St. Paul, Minnesota. Gertens has a 40,000 square foot retail store, 19 greenhouses and more than 50 acres of growing area staffed with 75 full time employees, which swells to more than 400 employees during the busy spring and summer months. Gertens prides itself on growing the majority of the goods they sell, providing a level of service, product knowledge, selection, quality, and value superior to their competitors. Approximately one-third of their sales are to contractors and the remaining two-thirds are retail.

In the late 90's Gertens more than tripled its retail store from 12,000 to 40,000 square feet. Gertens' former system could no longer meet the demands of the increased inventory and sales transactions. Gertens' IT team searched for a solution that was Microsoft® Windows®-based; one that could handle a high transaction volume, accurately track their 40,000 SKU inventory, and empower nursery staff to answer customer questions. Eagle was the only economical solution to meet their stringent criteria.

### Painless Training of Hundreds of Seasonal Cashiers

Training hundreds of seasonal cashiers is a daunting challenge. Eagle dramatically reduces the time required to train new cashiers. First, most employees are already familiar with the easy-to-use Windows interface. Second, Epicor integrated training videos and training browsers give new cashiers ample opportunity to hone their

### Success Highlights

“Eagle is easy for employees to learn and allows us to be more productive by reducing time spent on manual tasks.”

### Solution

- Epicor Eagle

skills, before they face their first customer. It's easy for employees to learn and allows Gertens to be more productive by reducing time spent on manual tasks. This allows employees to do what they do best, help customers and get them in and out of the nursery more quickly.

### Eagle Delivers Operational Efficiencies

Gertens relies on Eagle for all the usual business management functions: point of sale, inventory management, accounts payable, accounts receivable, accounting, and reporting. Beyond the basics, Gertens uses Eagle technology to improve customer service and business operations. Contractor customers place orders, check on the status of orders, track invoices, and review their account balances by using the Epicor iNET at [www.gertenswholesale.com](http://www.gertenswholesale.com). Contractor customers have 24/7 access and are no longer tied to Gertens' hours of operation.

Data captured by Eagle point of sale and iNET becomes the foundation for business reporting. Gertens managers rely on Epicor Business Advisor™ to summarize daily business and dig into the detail where needed. Business Advisor also provides daily snapshots of how each department is performing. Buyers see what inventory is moving and needs to be ordered, and what isn't moving and needs promotional activity. These reports are particularly helpful in managing seasonal products like Christmas trees. Gertens makes decisions on when to accept delivery of fresh trees by looking at daily Business Advisor reports that contain both inventory and sales information.

### RF Terminals Revolutionize Inventory and Point of Sale

Gertens dramatically changed processes to take advantage of RF capabilities. Gertens uses RF guns to both receive inventory in a fraction of the time and noticeably improve physical inventory accuracy. In addition, physical inventory is conducted far more quickly. But the real breakthrough is how Gertens uses RF to speed checkout during peak hours. While customers wait in line, employees armed with RF guns pre-scan customer carts and print a ticket. Customers simply hand the ticket to the cashier, who then scans a code at the bottom of the ticket to record the transaction and collect payment. With this solution, as many as 4,000 customers are more quickly served on peak days.

By using RF guns for remote point of sale, the team at Gertens is able to process transactions faster than they could before. Their customers are happier, and they move more customers through the store generating more revenue. Everybody wins.

### About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



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