



Dynamic Promotions

Hardware and Home Centers Increase Competitiveness with Epicor Eagle Dynamic Promotions

Company Facts

- Location: Millstadt, Illinois
- Industry: Hardware
- Solution: Epicor Eagle Dynamic Promotions

Increasing Competitiveness and Revenue

Lee's Home Center in Millstadt, Illinois began as a small hardware store 52 years ago, and has grown to 70,000 square feet today. Lee's is a complete Home Center offering lumber, millwork, kitchen and bath, hardware, paint, lawn and garden, and a thriving power tool and window and screen repair center. Lee's uses promotions as a way to increase traffic and revenue, and now with Epicor Dynamic Promotions for Eagle, their ability to do this is greatly enhanced.

"We've been using Dynamic Promotions for a few months now and I find it very easy to use. The set-up wizard walks you through the promotion and it takes only minutes to set up. We are currently running a Do it Best® promotion that when a customer buys one glass cleaner, they get one free. Before our cashiers would have to manually promote one to be sure our customers were charged correctly and now, Eagle does it automatically. It removes the chance for human error and speeds checkout," describes Dan Vogel, IT Manager, for Lee's Home Center. "We ran a very successful promotion one evening before Thanksgiving in which customers received 25% of the value of their purchases on a Lee's gift card. We sold \$37,000 in three hours and it worked flawlessly with Dynamic Promotions."

Lee's Home Center uses the capabilities in Dynamic Promotions to increase its competitiveness. "It's now easy for us to offer promotions like large competitors. In fact, we have a Dollar General across the street and we can now easily offer bounceback coupons like they use," asserts Dan. "It's a no-brainer to have Dynamic Promotions if you want to run promotions that motivate your customers to come into your store and purchase. Our ability to run promotions is greatly improved and we'll be running more than ever before."

"Dynamic Promotions is very easy to learn and use. We immediately put it to work to do the types of promotions like buy-one-get-one-free..."

Mark Dailey, Manager | Sutliff Hardware

Fast, Easy to Administer Promotions

Sutliff Hardware, in Kodiak Alaska, has been the go-to hardware store since 1944. Carrying a wide-variety of painting, plumbing, electrical, housewares, marine supplies clothing and more, Sutliff prides itself in delivering a high degree of customer service and competitive prices.

Mark Dailey, a manager at Sutliff, has been using the Epicor Eagle Dynamic Promotions module since the fall of 2010. "Dynamic Promotions is very easy to learn and use. We immediately put it to work to do the types of promotions like buy-one-get-one free that we previously had to manage manually at point of sale.

Once you've decided on the SKUs to include in the promotion and have that list in front of you, it takes just a matter of minutes to create a new promotion," explains Mark.

Sutliff has already run more than 13 promotions with Dynamic Promotions. "Dynamic Promotions works flawlessly and suits the needs of our business. We can now run promotions like other larger retailers run. Having the promotion automated in the Eagle system is so much better than relying on cashiers to make promotion adjustments at the registers," concludes Mark. "Dynamic Promotions works as it was designed. It's simple to use, accurate and automated. It does the work for you."

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.



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