

B&C TRUE VALUE HOME AND GARDEN CENTER MAINTAINS PROFITS WITH ACTIVANT EAGLE



PROFILE

Headquarters: Grass Valley, California

Annual Sales: \$20 million

Sales Breakdown: 80% retail,
20% commercial

Number of Employees: 80-90

Locations: 1

Founded: 1940

Affiliation: True Value

“Business Advisor is invaluable. We see our sales, inventory, turns and even GMROI. We compare to prior periods and find ways to increase productivity.”

GREG FOWLER

CO-PRESIDENT

B&C TRUE VALUE

HOME AND GARDEN CENTER

Executive Summary

As an Activant customer for more than 25 years, B&C True Value Home and Garden Center appreciates that its Activant systems have grown with their business. B&C has been using Activant Eagle® since 2004 and it's credited with helping B&C maintain profits, have the right products in stock and maintain excellent customer service.

Activant Grows with a Growing Business

In the 25 years B&C has relied on Activant, the company has grown and its Activant solution has grown as well. “The Activant solution has grown as fast as or faster than our business. We are a diversified company with nursery, hardware and lumber. Activant knows each of these businesses and uses that knowledge to build solutions to help us succeed,” asserts Greg Fowler, co-president.

“Our goals are to maintain a good profit, have products in stock for our customers when they need them and deliver excellent customer service. Eagle™ has helped us to achieve all three simultaneously,” continues Greg. “Eagle has endless possibilities. It's an amazing system.”

Effectively Managing Seasonal Inventory

Managing inventory is never easy, but for a seasonal business with live plants, it's even more challenging. B&C trusts its Eagle data and automated calculations to help better manage this critical asset. “For example, Eagle order point calculations help ensure we have the products customers want. It tells us exactly how many products we should have on the shelf during each of our selling seasons,” explains Greg. “If used properly, the Eagle system will increase your productivity, turns and the cash flow available for your business. It's incredible.”

“It's important that we're not stuck with a lot of dead stock at the end of a season. With the Eagle system, we have the accurate inventory and sales information we need to forecast seasonal sales and take advantage of purchasing incentives. It helps us maintain the balance of having what customers want, without excess,” says Greg.

One of the critical components of accurate inventory is having cashiers that can ring up SKUs properly. "Eagle Point-of-Sale is very easy for cashiers to master, which is important in our seasonal business. If the UPC label has fallen off a plant, the cashier can key in the plant type from the identifier stick and do an SKU look up in the system, without needing to call someone from the department," describes Greg. "The customer is helped more quickly, and our inventory is more accurate."



Gains in Accounts Receivable

The powerful combination of the Eagle Accounts Receivable module, Activant Business Advisor and Activant iNet® helps B&C better manage its customer accounts. "In under a minute, by using Business Advisor, we can see which customers are behind in payments, the date and amount of their last payment, and the contact name and phone number. With this detail, our accounts receivable manager makes informed phone calls to get the delinquent accounts current," describes Greg. "It has streamlined our process considerably."

B&C saves time by using the Eagle system to produce monthly statements. It used to take B&C several days to send out 1500 monthly statements and now that has been shortened to less than one day. Further savings accrue by e-mailing statements to customers via iNet.

"We send statements via e-mail to our iNet customers. We save time, paper and postage and our customers love it too," explains Greg. "In addition, when our iNet customers make a purchase the invoice is immediately e-mailed. They can instantly view the invoice and resolve any discrepancies."

Improved Business Monitoring with Business Advisor

Managing B&C's diversified business is simplified with Business Advisor. In one interactive, on-screen report, the management team sees daily, weekly, monthly or yearly sales totals. With just a few clicks, B&C managers drill down to departments, classes within departments, and even SKU detail.

"Business Advisor is invaluable. We see our sales, inventory, turns and even GMROI. We compare to prior periods and find ways to increase productivity. There's nothing else like it," asserts Greg.

Eagle helps B&C True Value improve business monitoring with Business Advisor.

ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity, and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

To learn more about this or other Activant products and services, please call 888.463.4700.



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