

ACTIVANT EAGLE FOR WINDOWS HELPS GROWING ACE HARDWARE STORE



CLARKE'S
HARDWARE

PROFILE

Headquarters: New London, New Hampshire

Annual Sales: \$2 million +

Sales Breakdown: 30% contractor, 60% retail, 10% industrial

Number of Employees: 14

Locations: 1

Founded: 1950

Affiliation: Ace

“With every Activant Eagle module we deploy, we become more effective, and the business runs better and more profitably.”

READ CLARKE
OWNER
CLARKE'S HARDWARE

Executive Summary

An Activant Solutions Inc. customer since 1984, Clarke's Hardware views their *Activant Eagle*® for Windows system as critical for increasing the efficiency, profitability and competitiveness of his business. By using Document Management to prepare customer statements and electronically file invoices, Clarke's saves two hours of employee time every day. Up-to-the-minute reports generated by

Business Advisor provide the ability to direct business operations and identify opportunities for profitably increasing services and staffing.

Activant System Investment Recouped in Six Months

Clarke's Hardware is a convenience hardware store located in New London, New Hampshire. In business for more than 50 years, Clarke's enjoys double-digit growth and effectively competes against local lumberyards and big box retailers located 30 miles away. Clarke's customers come in with problems and Clarke's has the product, service and knowledge to provide the solutions.

Clarke's purchased their first Activant solution in 1984 to automate point-of-sale, improve inventory management and streamline accounts receivable. Clarke's owner asserts that within just six months, he recouped the cost of the system by intelligently reducing his total investment in inventory. Activant Eagle inventory management applications and reports reduced inventory of slow-moving items, increased inventory of popular items, and increased inventory turns.

Back-office Automation Enables Better Customer Service and Increased Productivity

Nearly 60% of Clarke's business is on store charge accounts. To level cash flow and employee workload, Clarke's cycle bills 25% of their customers every week, instead of billing all of them at the end of the month. Producing and filing invoices took up to five hours each day. With Activant Eagle's Document Management module, statements run with a push of a button and paper invoices are no longer manually filed. More hours of employee time each day are now available to interact with customers.

Clarke's recently had a contractor ask for a list of purchases made during the previous year. Expecting a crude report listing dollars per month, the customer was delighted to receive a detailed printout of every SKU purchased by date of purchase. It was a fast, easy report to generate with Activant Eagle, yet delivered an extremely positive customer reaction.

“With little effort on my part, Eagle enhances the value of Clarke’s Hardware to our customers. With features such as Document Management, Quick Recall and electronic Signature Capture, it’s easier for customers to do business with Clarke’s and as a result, we gain customers and increase sales,” asserted Read Clarke, owner, Clarke’s Hardware.

Business Advisor Reports Illuminate Ways to Improve Operations

Clarke’s owner relies on Business Advisor reports. Data captured throughout Clarke’s operations (point-of-sale, inventory, receivables) is consistent, accurate and reported on at least daily or on demand basis. Critical decisions, like inventory stocking decisions, are made from live data, not stale data or hunches. Reports that indicate sales by SKU, which SKUs need to be purchased, and how much cash is invested in inventory, highlight inventory actions that need to be taken.

Investment decisions are guided by Activant Eagle reports. For instance, reports containing sales data by department and time of day identify how many sales people should work in the paint department during peak sales hours or how many key duplicating machines need to operate during certain times of day. Armed with this knowledge, Read Clarke invests in operations and staff most likely to have a quick return to the business.

“I view our Activant Eagle system as a necessary tool for our business. It’s there to help us do a better job of selling hardware to customers and having what they need on the shelf,” said Clarke. “With every Activant Eagle module we deploy, we become more efficient and effective, and the business runs better and more profitably.”



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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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