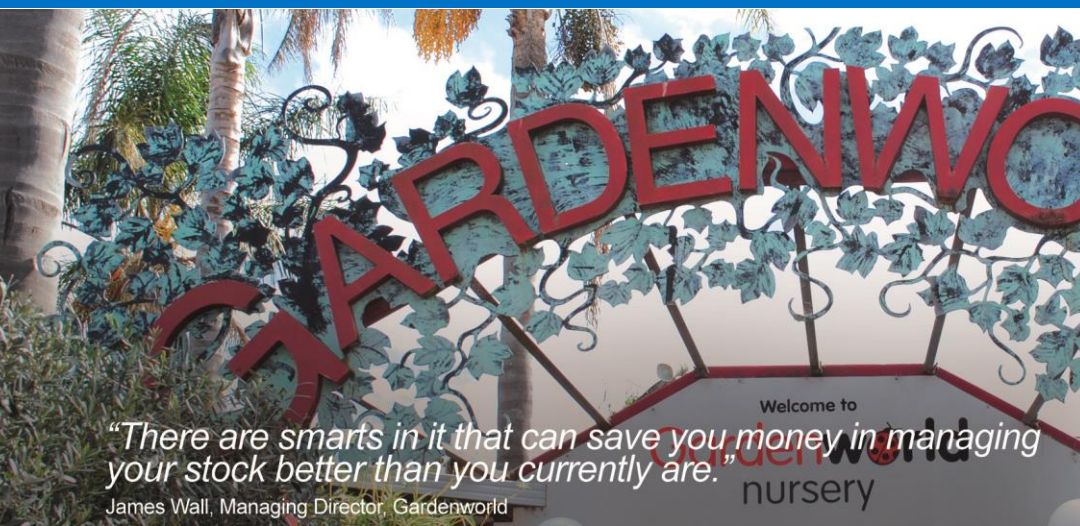


Case Study Gardenworld

Increasing Efficiency



"There are smarts in it that can save you money in managing your stock better than you currently are."

James Wall, Managing Director, Gardenworld

Background

Gardenworld Nursery is the largest of 7 independently owned gardening and outdoor living businesses located within the Gardenworld concept complex. The concept first originated 30 years ago in the South Eastern suburbs of Melbourne, Australia.

Gardenworld Nursery installed Optemizer at the beginning of 2011.

Challenges

Managing director James Wall's previous system was not meeting the needs of his growing business. He noted the system had the following shortcomings:

- Inefficient Stock Control
- Slow Credit Card Processing
- Gardenworld had 2 separate systems one for POS and the other for accounts feeding each other
- The system would not integrate easily with new hardware

As James explained, *"...there was no future for the system."*

James was searching for a system that contained the following features:

- The ability to create multiple price groups for products

- Easy to use and fast processing
- Efficient cost implementation
- Low ongoing costs

Solution

The appealing factor about Optemizer is that it is an integrated POS and accounting system because it provides updates to stock in real time, enabling accuracy in stock standings. With Optemizer James no longer had to run two separate systems.

Once Optemizer was installed the following improvements became apparent:

- Customer processing (speed) has increased by 15%
- Huge labour savings
- Multiple pricing for an item has resulted in an increase in the sale of these products
- Integrated EFTPOS has allowed faster and accurate credit card processing
- Staff are happier and less frustrated
- Product enquiries are processed at a faster rate

In less than 1 year Gardenworld had already begun experiencing the benefits of Optemizer and the services provided by Pacsoft.

Pacsoft	8 Users
Location	Braeside, VIC
Implemented	2011
www.gardenworld.com.au	

Results Summary

- 15% increase in sales processing
- Decrease in labour expenses
- Multiple pricing of a product has led to increased sales
- No longer running two separate systems

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Increasing Efficiency

"I am glad I bought your system. It looks like it will do the job I want...that gives me confidence."

James Wall, Managing Director, Gardenworld Nursery



"This is software that has a solid base. There are smarts in it that can save you money in managing your stock better than you currently are. It is flexible and easy to use. If you only have one site, you know that it will be able to expand if you ever do, but will be cost effective enough if you don't."

About Pacsoft

Since 1984 Pacsoft has helped hundreds of businesses worldwide get control of their inventory issues. Pacsoft takes great pride in ensuring complete customer satisfaction by providing the highest level of professional service and a highly effective inventory management solution.

We make Our Customers Money by Improving their Efficiency and Profit

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