

The logo for RD1, featuring the letters 'RD1' in a bold, white, sans-serif font on a green rectangular background.

RD1

The slogan 'LOW PRICES GREAT SERVICE' in a white, sans-serif font, enclosed within a white rectangular border on an orange background.

LOW PRICES
GREAT SERVICE

A photograph of two cows, one white and one brown, grazing in a lush green field under a bright, sunlit sky with trees in the background.

Case Study: RD 1

+

Infinity helps RD1 deliver great customer service.

The logo for Infinity Retail Management System, featuring a stylized 'I' symbol above the word 'INFINITY' in a bold, italicized font, with 'RETAIL MANAGEMENT SYSTEM' in a smaller font below it.

INFINITY
RETAIL MANAGEMENT SYSTEM

About RD1



RD1 is New Zealand's largest retailer of agricultural services to dairy farmers. RD1 also works with lifestylers, dry stock farmers and horticulturalists. It operates 54 stores, with more planned, and has a mobile sales force of 40 Technical Service Representatives. It also operates the highly popular RD1.com website and a customer call centre.

The requirement: meet the needs of a rural retail operation

In the fiercely competitive rural retail market, business is built on prompt, efficient service and forging strong customer relationships.

Most RD1 customers operate accounts and visit their local store regularly. "Traditionally farmers don't come in to browse. Typically they are coming in because they need something now. Especially at busy times of the season, they want to be in and out with no messing about. Transactions need to occur quickly and smoothly." Andrew Singers, Technology Manager says.

So when RD1 was looking to replace its in-house designed point of sale software, the company was seeking something that staff could pick up and use quickly so customers weren't kept waiting.

With RD1 being a largely account based business, the new software also had to be able to help the staff quickly and accurately match customers with their accounts.

From an IT perspective, RD1 was looking for a product that would help the retailer keep trading during network outages. "It was Murphy's Law, outages always occur at busy times. When stores lost connectivity, staff couldn't make price inquiries, place orders or make sales. Our customers demand a much better level of service."



The solution: Triquestra International's Infinity Retail Management System

+

RD1 wanted a point of sale software to replace its existing application because the legacy software could not be scaled up to support more than 55 stores.

In November 2006, RD1 chose Infinity and since then Infinity has been rolled out on 320 lanes across New Zealand and is installed on the laptops of its mobile sales force of 40 Technical Sales Representatives (TSR).

Infinity is loaded into the standard PC and networked to a Back Office server and Head Office in Hamilton via an IP-based Virtual Private Network. All pricing and other changes are sent to the Back Office servers and Point of Sale terminals from Head Office.

Operating in such a competitive market where pricing is constantly changing can be a challenge for the TSRs who are carrying out business on the farm.

"TSRs need up-to-date pricing because farmers are often making price-based buying decisions and want to know the latest price before making a decision." "Having Infinity available for TSRs enables them to give faster more up-to date quotes. We also expect it to increase the accuracy of quoting and capturing of sales information" Andrew says.

Infinity also enables staff to check that customers purchasing products classed as hazardous substances are registered as having approved handling certificates. For customers buying dangerous goods, the system gives the user the ability to automatically print out the dangerous goods declaration. Infinity also prompts staff to obtain customer details, including firearms licence when selling guns or ammunition.



The benefits: Easy-to-use Infinity improves services and keeps working when the network isn't.

From a business point of view, RD1 chose Infinity because it was easy for staff to understand and use, helping the retailer to deliver on its service promise.

"New staff can come in and use Infinity almost immediately. People pick it up very quickly. That's really important when you have a customer standing in front of you who is in a hurry to get back to the farm," Andrew says.

"Our promise is 'low prices, great service' and we have to deliver on that."

From an IT perspective, Infinity was hard to look past because of its offline capability, Andrew said.

Infinity operates at three tiers - Head Office, Back Office and Point of Sale. Unlike point of sale systems that rely on a server-client relationship, each of Infinity's tiers can retain sales information during network outages, seamlessly downloading data when the network is restored.

This means Infinity can keep trading even when the network is down. Andrew says, "Combined with a UPS and store and forward EFTPOS option,

we can trade through power cuts as well". It also means no sales data is lost during network outages. Infinity's unique proprietary replication software, The Linker, ensures that data gets pushed up and down the network once the outage has been fixed, automatically updating databases on all three tiers.

The ability to operate during outages means system updates can be carried out even while stores are still open with no disruption to trading. This feature is becoming more important with the move in rural retailing to longer trading hours, Andrew says.



With Infinity, data changes are replicated to stores eliminating the need to replicate entire data files over night. "We don't have to send out entire data files, The Linker is smart enough to pickup new or changed data," Andrew says.

With their extensive range of farm supplies, RD1 stores can be a tough environment for point of sale hardware. Because Infinity can be easily deployed on a standard PC, it's simple and comparatively cheap for RD1 to replace POS terminals when they fail - making it the perfect software for a retailer supplying tough, hard working farmers with what they need to get the job done.



Contact Details

Triquesta International

www.triquesta.com

info@triquesta.com