

## WHOLESALE CASH & CARRY CLIENT CASE STUDY

# AIM (Trade) CASH & CARRY

## Eurosoft hits target with Exchequer+PayPoint solution for Cash & Carry Wholesale enterprises.

### The AIM Group

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The AIM Group, Ireland, was established in 1990 and has grown to become the largest independently owned importer, distributor and wholesaler of non-food FMCG goods to Irish retail sector.

In September 2006, **The AIM Group**, a leading wholesaler of household goods, electrical appliances, gardening equipment and toys, with over 60 employees and operating out of a 78,000 sq. foot premises in D.12, went looking for a comprehensive financial management solution with an integrated touch-screen EPOS cash and carry module to replace their legacy Sage Line 100 system. **Naeem Maniar**, the group's managing director, wanted to implement a system more suited to market conditions in the 21<sup>st</sup> century where easy access to timely and accurate management information is essential in making the right decisions on how best to grow the business and provide a superior class of customer service.



With well over 8000 product lines on offer, including well-known brands such as Sony, Daewoo, Philips, Morphy Richards and Russell Hobbs, AIM needed a fast, integrated, robust and flexible accounting and EPOS solution that could handle both their national distribution network and trade cash and carry business. AIM's business can be very seasonal so the objective was to find a system that would be easy to use at the customer service area and be the most effective in terms of processing sales transactions as quickly and as efficiently as possible during peak trading periods.



Before making the decision to implement **the Exchequer + PayPoint solution**, the management team at AIM looked at a number of different systems but none of the others offered the same powerful functionality, user-friendliness, real-time integration and speed of processing in both the back office accounting and the EPOS aspects. AIM also had some specific requirements that they wanted the PayPoint software to meet and we worked together with the client to tailor the EPOS system to match their exact needs. With the help of Exchequer's powerful **Report Writer Module**, we designed a number of special management reports that analyse sales coming from the four PayPoint EPOS tills in the cash and carry department. Now AIM are able to print a daily list of their top 50 best selling items, which for them is essential information and something that they were not able to do on their old Line 100 system.

AIM went live on their Exchequer + PayPoint system in November of 2006 whilst the pre-Christmas buying spree was in full swing and we are delighted to report that their new system came through the busiest period of the trading year with flying colours.



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