

RETAIL CLIENT CASE STUDY – TONY KEALY'S



Tony Kealys, a name synonymous with low prices and excellent service, have been looking after the nursery needs of Irish families for over thirty years and stock the widest choice of furniture, pram and toy products for babies and infants. Silver Cross, Bebe Comfort, MacLaren, Maxi Cosi, Safety First, Cosatto, Teutonia, Britax, and Bugaboo are just some of the many quality brands they carry in their Walkinstown and Coolock stores. With over 7,000 sq. feet of retail space and 35 employees, Tony Kealys are Ireland's biggest independent nursery retailer and their extensive product range and expertise attracts customers from all around the country.



Tony Kealys invested in a two-site EasyRetail system in 2005 and operate a seven-user (6 EPOS Tills) client-server system with a wide area network (WAN) to integrate the sales and stock control activities for their two outlets. Real time stock control in and between the two locations is of paramount importance to the smooth running of the business, which is why Kealys installed the WAN/Broadband solution. Both

shops are able to see the real-time status of all available, reserved, on-order and due-in stock enabling customer orders to be fulfilled from the stock holding in either location. Clients can also visit one or other of the two shops to make payments, amend their orders or return/exchange goods.

Managing director: **Mr. Paul Kealy**, also installed a connection from his home-office PC to the Dell file-server in the Walkinstown branch, which allows him to connect to the system after hours to perform administrative tasks and run off management information reports. This is a real bonus for Paul, as managing two busy retail outlets and the company's offices takes up most of his working day so having the facility to log in to the EasyRetail system from home means that he can set aside an hour or two in the evening to review and analyse the day's activities. Doing this, Paul says, enables him to keep his finger on the pulse of the business and spot potential kinks in the supply chain long before they become a serious problem.

Paul Kealy is very happy with the way his EasyRetail solution is helping him to manage and control his business and is happy to recommend it to other specialty retailers.

