



Epicor Success Story

Dr. Ike's Home Center

Family-Owned Business Experiences 10% Increase In Sales With Epicor Eagle

Company Facts

- ▶ Location: Laredo and Zapata, Texas
- ▶ Industry: Hardware and Home Center
- ▶ Number of Stores: 3
- ▶ Number of Employees: 130
- ▶ Website: www.drikes.com
- ▶ Co-op: True Value



Success Highlights

Challenges

- ▶ Make better use of robust data
- ▶ Empower management team to conduct business from anywhere
- ▶ Improve inventory performance

Solutions

- ▶ Epicor® Eagle®
- ▶ Epicor Eagle Performance Manager
- ▶ Epicor Eagle Mobile Manager

Benefits

- ▶ Sales are up 10% annually, gross margin has increased from 28% to 35%, inventory shrink decreased from 4% to less than 1%, and X items are down 25%
- ▶ Increased revenue and margin by creating effective displays
- ▶ Saved a \$3800 sale by remotely approving a credit override
- ▶ Improved buying decisions at markets

Dr. Ike's Home Center is a family owned business that has been in operation for more than 80 years. In 2008 Carolyn Epstein joined her husband in the business with the goal to choose and implement a new computer system to help take the business to the next level. Since implementing Epicor Eagle software, sales are up 10 percent annually, gross margin has increased from 28 percent to 35 percent, inventory shrink decreased from 4 percent to less than 1 percent, and X items are down 25 percent. In the company's quest to continually improve, Dr. Ike's recently implemented new Eagle modules to help further improve the bottom line.

"We have used Business Advisor reports and other Eagle reports to guide decisions, but we knew there was more we could and should be doing with the data captured in our Eagle system," reflects Carolyn Epstein, CFO, Dr. Ike's Home Center.

Identifying Opportunities For Improvement And Profit

Using the Epicor Eagle Performance Manager module, the Dr. Ike's management team is able to spend more time on the sales floor and less time in the back office. "With Epicor Eagle Performance Manager, we see critical information minute-by-minute, identify the exceptions, and then make immediate improvements. We correct margin errors, move product between stores and increase or decrease orders, all because we so easily spot opportunities with Performance Manager. Each of our top managers uses

Performance Manager to view different data and see trends," describes Epstein. "We recently looked at what to merchandise with drop cloths and based on Market Basket analysis, we created an end-cap display with drop clothes along with joint compound and high-end paint brushes. Sales over the weekend increased by 5 percent for all items displayed."

Effectively Managing The Business From Anywhere

Another tool that Dr. Ike's finds indispensable is Epicor Eagle Mobile Manager, which is an application for smartphones and tablets. "Mobile Manager frees me to run the business when I'm not in the store, which I admit is a blessing and a curse, but mostly a great blessing. Whether I'm at lunch, on vacation, or at a market, I can view data and can deliver immediate answers as they are needed. It's an empowering solution," explains Epstein.

Last summer, Epstein was on vacation, when she got an alert that air conditioners were selling like crazy in one store.

She called her purchasing department and transferred 10 units from another store to that store and sold all 10. "I was at a football game in Dallas, when I received a phone call from the store explaining that a good customer wanted to purchase supplies for an emergency roof repair, but he was over his credit limit. From my phone, I did a credit override and saved a \$3800 sale. This tool literally makes money," explains Epstein.

Dr. Ike's benefits by using Mobile Manager at Handy Hardware and True Value Markets. "We use Mobile Manager to research sales, costs, and margins to make vendor meetings more productive. On the market floor, we can look up the data we need to make the best buying decisions for our stores and negotiate better deals. Mobile Manager shifted power from vendors to us, which is invaluable. We will never go to a market again without Mobile Manager on our iPads," concludes Epstein.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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