



Epicor Success Story

Wannemaker's Home and Garden

Lawn and garden retailer gets the information needed to run the business and make great decisions

Company Facts

- ▶ Location: Downers Grove, Illinois
- ▶ Industry: Lawn and Garden
- ▶ Number of Locations: 1
- ▶ Website: www.wannemakers.com
- ▶ Co-op: Do it Best



Success Highlights

Challenges

- ▶ Keep the business accurate through management changes
- ▶ Find a way to reward loyal customers
- ▶ Streamline and improve inventory management

Solutions

- ▶ Epicor® Eagle®
- ▶ Epicor Eagle Loyalty
- ▶ Epicor Eagle Advanced Special Orders
- ▶ Epicor Eagle Tablet POS

Benefits

- ▶ An 8% increase in profit margins and nearly a 1-point increase in inventory turns
- ▶ More than 16,000 customers registered for loyalty program
- ▶ Able to make better, more informed business decisions
- ▶ Easily complete special orders via POS

Since 1967, the owners of Wannemaker's Home and Garden have understood the importance of ingraining themselves in the community. This business approach has helped Wannemaker's flourish over the last 50-plus years and transform into a complete home center which includes patio, grills, gifts, bath vanities, and gardening.

Passing on family business

Succession planning has been an ongoing process with the Wannemaker's family business. "This business has been passed down through family members since its inception. As the new generation, we were really lucky that all four of us siblings wanted to take on the family business," said Jennifer Wannemaker, general manager at Wannemaker's Home and Garden. "Each of us manages a different aspect of the company so that we are not stepping on each other's toes. My dad still owns the store, but in the future, we look forward to the same opportunity that he was given from his dad."

"Recently, our partnership with Epicor has helped make management transitions more fluid. When my siblings and I came into the business, there were members of management and employees who knew a decent amount about Epicor, but no one really took the time to actually use all of the functionality that it has," said Wannemaker. "I made it my mission to take advantage of our partnership and start using the Epicor Eagle system to its

full potential because I knew it could provide us with huge time and dollar savings, and it has exceeded that expectation. We have seen an 8 percent increase in our profit margins and nearly a 1-point increase in our inventory turns in the five years since diving deeper into the solution.”

Loyal customers keep business strong

Despite nearby big-box competition, Wannemaker's retains a large base of loyal customers by offering unique products and high-quality service. “Home Depot is located a couple of miles down the road, which keeps us on our toes, but we're lucky to have truly loyal customers that keep our business strong,” said Wannemaker.

“A big draw for many of our customers is our large gift department with unique specialty items and our patio furniture department. We also lead the way by having a robust special orders department. If a customer sees something they like, but they want it in a different finish or color, we can order that for them—which is a significant part of our business.”

“Our staff members on the floor can now easily complete a special order through the Epicor Eagle Advanced Special Orders application via point of sale (POS),” said Wannemaker. “Once the order hits our system, our sales staff put it on the buyer's list so that our office staff sees the items flagged as orders. It's really helpful for our purchasers in the office since they no longer have to wait for someone to come up and say, ‘Hey, we have to order this’—it's already in the system automatically. From there, they use the tool to create and submit a PO. This improves our customer service by having the customer's information at the ready. Before using Eagle software, special orders were done on handwritten papers. This makes it a lot easier and helps us catch errors, too.”

Automatic customer rewards

In addition to a variety of unique product offerings, Wannemaker's has implemented a customer loyalty program with the Epicor Eagle Loyalty application as a way to reward their customers. “We wanted to find a way to reward our customers, so when we found out about the Eagle Loyalty software, we quickly kicked it off.

In a short period of time, we were able to get more than 16,000 customers signed up. We use the information that we gather to send out direct mailers and coupons—tailoring messages about specific products that customers are interested in. I love that it automatically calculates customer points and when we want it to convert customer loyalty dollars, it does it automatically and pops up at checkout,” said Wannemaker.

Pulse on inventory management

Inventory ordering and stocking decisions have everything to do with a business's growth and profitability. Wannemaker's has partnered with Epicor to keep a pulse on this vital aspect of the business. “One of the biggest things that has improved with Eagle software is that all of our inventory is so much more accurate. Strong inventory maintenance helps us make better, more informed decisions,” said Wannemaker. “For example, keeping the right items on the shelves at the right time and knowing which items are slow movers—this saves us time and money. Before, our employees would need to physically look on the shelves to see if products are still there.”

“Now, I can run reports that tell me what has and hasn't been selling. Adjustments can easily be made to make sure that we are moving the right items and discounting them when need be. I use the popularity code functionality constantly for a quick snapshot of top sellers. When I'm going to reorder, I know what's not performing as well. It also tells me exactly how much

“We have seen an 8 percent increase in our profit margins and nearly a 1-point increase in our inventory turns in the five years since diving deeper into the solution.”

we made on products and where the profit margins are. As a seasonal business, the Eagle solution allows us to look back to see the seasonal products and prices from last year, since we don't sell the same products all year long. The Eagle system really helps us track without the pains of extra work."

Mobility leads the way

With Eagle Tablet POS, Wannemaker's employees will have the information and tools to help customers buy on the spot. "We are just kicking off the Eagle Tablet POS solution, and are excited to use it for the first time through our holiday season. It will help us immensely as a line buster during peak times because our lines get really long. To be able to pull those customers aside that

have only one item will be a big time saver," said Wannemaker. "We will also be able to use it for product pick-ups—we can pull products faster and serve customers quicker. We can also set the tablet POS up as a temporary register in our greenhouse during our spring season. It's a lot work to bring a full PC out to the greenhouse—it will be amazing to have a mobile solution do that work for us."

"Overall, Eagle software makes our lives easier. Without it, it would be much more difficult to get the information that we need to run our business and make good decisions," said Wannemaker.

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, hosted, 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.



Contact us for more information on Epicor Products and Services

+1.888.463.4700 eagle@epicor.com www.epicor.com

Corporate Office
804 Las Cimas Parkway
Austin, TX 78746
USA
Toll Free: +1.888.448.2636
Direct: +1.512.328.2300
Fax: +1.512.278.5590

Latin America and Caribbean
Blvd. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa
No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia
238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand
Suite 2 Level 8,
100 Pacific Highway
North Sydney, NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, September 2016. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. The usage of any Epicor software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Epicor personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Epicor software or third party products may require the purchase of licenses for such other products. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. Epicor, the Epicor logo, and Eagle are registered trademarks or trademarks of Epicor Software Corporation in the United States, certain other countries and/or the EU. All other trademarks mentioned are the property of their respective owners. Copyright © 2016 Epicor Software Corporation. All rights reserved.