



Epicor Success Story

Hardware Hank

Wins with Epicor Eagle Core Upgrade Program

Company Facts

- ▶ Location: East Grand Forks, Minnesota
- ▶ Industry: Hardware and Home Center
- ▶ Number of employees: 20
- ▶ Number of stores: 2
- ▶ Website: www.egfhardware.com
- ▶ Co-op: United Hardware



Success Highlights

Challenges

- ▶ Remain competitive with multi-store operations
- ▶ Reduce manual business reporting
- ▶ Train multiple part-time college students

Solutions

- ▶ Epicor® Eagle®
- ▶ Epicor Eagle Core Upgrade
- ▶ Epicor Eagle Performance Manager
- ▶ Epicor Eagle Mobile Manager™
- ▶ Epicor Eagle Loyalty
- ▶ Epicor Training on Demand™
- ▶ Epicor Eagle Mobile Inventory

Benefits

- ▶ Effective buying decisions at markets
- ▶ Save time and money on third party loyalty programs
- ▶ Increase operating efficiencies
- ▶ Support current and future growth plans

East Grand Forks Hardware Hank was founded in 1990. Both store locations are surrounded surrounded in all directions by competitors, Hardware Hank stands out by giving the same high level of service whether their customer needs a two-dollar item or a two hundred dollar machine. In 2008, the business replaced their Pacsoft system with Epicor Eagle software. Today, with a desire for additional functionality, they opted to enhance their system by adding a number of modules through the Eagle Core Upgrade program.

Powerful business reporting

Accustomed to using Epicor Business Advisor and Microsoft® Office® Excel® spreadsheets to look at the store sales performance and inventory levels, the Hardware Hank management team initially spent hours accessing data available in Epicor Eagle Performance Manager. "We now have a list of several areas of the business that we want to track," said Brandon Buckalew, operations manager at Hardware Hank. "This new tool is so powerful that I end up exploring all the new data views and possibilities. Finally, I can say with certainty, I'm ready to take advantage of the customizable reports that we need to run the business."

Intuitive smartphone store data

Using Epicor Eagle Mobile Manager there's no need to carry along a pile of orders to buying shows when a smartphone can easily be used to check orders. "I'll pull out my smartphone to look at orders or check stock on hand. The other United Hardware store owners jaws drop to the floor because they aren't aware that something so powerful like Mobile Manager exists," said Buckalew. "We find ourselves at an advantage by using new technology like Mobile Manager. Many stores that United Hardware services are in smaller communities with less local big-box competition. They must feel pretty comfortable in their own markets when they are succeeding without the use of new technology. I always wonder if they are just really good at what they do, or if they would do even better by optimizing their point of sale (POS) systems?"

Integrating loyalty programs

The Eagle Loyalty application eliminates the need for Hardware Hank to use an expensive third party company to manage their program and they intend to eliminate extra paperwork by integrating their supplier's product reimbursement programs into a single program. "We've turned on Eagle Loyalty so that customer sales are being captured nightly," said Buckalew. "Now, we're working on saving time and money by tracking our vendor promotion programs, like buy two and get the third free, to avoid doubling up on award points. It will be nice to have all of the data and rewards process managed by us using just Eagle Loyalty."

A consistent training program

"Before we added Epicor Training on Demand (TOD), we had a shortcut on the desktop to a single POS video, so the first thing all of our new employees did was watch the orientation, which worked well," said Buckalew. "The new employee then worked with another cashier through ten transactions. We needed our employees to be knowledgeable about so much more and we have a large number of part-time college employees and turnover. TOD gives us the ability for employees to watch online, self-paced training videos about all the features of our Eagle software. The goal is to customize a list of suggested videos for new employees and then track their progress of completing their personalized training. Undoubtedly this will help create a consistent training program for use in both locations."

Functionality that supports growth

Hardware Hank uses Epicor Eagle Mobile Inventory for price checking and changes, inventory counts, and receiving rather than running between desktops, store aisles, checkout counters, the back room, or the dock. "We use our RF guns to do cycle counting, bin tagging, printing labels, and moving stock to new floor locations," said Buckalew. "We walk the aisles filling in our orders. The functionality of Epicor Eagle exceeds anything we could possibly think of. We knew when we expanded a multi-store business our old software wouldn't be able to do what we needed. Eagle was the right solution for our growth."

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.



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