



## Relies on Epicor Eagle to exceed customer expectations

### Company Facts

- ▶ Location: Cape Girardeau, Missouri
- ▶ Industry: Lumber and Building Materials
- ▶ Number of employees: 20
- ▶ Number of stores: 1
- ▶ Website: [www.semobs.com](http://www.semobs.com)
- ▶ Co-op: Do it Best

### Success Highlights

#### Challenges

- ▶ Remain competitive with commercial accounts
- ▶ Increase staff productivity
- ▶ Deliver the high level of service customers expect

#### Solutions

- ▶ Epicor® Eagle® Core Upgrade
- ▶ Epicor Eagle Mobile Inventory
- ▶ Epicor Eagle Dynamic Promotions
- ▶ Epicor Eagle Mobile POS
- ▶ Epicor Eagle Document Manager

#### Benefits

- ▶ Cycle counting anytime or anywhere without interrupting business
- ▶ Faster checkout provides a higher level of customer service
- ▶ Inventory tasks cut in half
- ▶ Business is now more competitive with streamlined solutions



Southeast Missouri Builder's Supply is a full service lumber and building materials retailer that serves contractors, home builders, and homeowners with experienced sales professionals, a fleet of delivery trucks, and an online store. Surrounded by competition on all sides, this locally owned store depends on Epicor Eagle software, and has taken advantage of the Epicor Eagle Core Upgrade program to sharpen their competitive edge.

### Too good of a deal to pass up

The Epicor Eagle Core Upgrade program helps users stay current with retail best practices. It's packaged at a price that Epicor Eagle software users discover is too good of an opportunity to pass up. "The additional functionality that the new software solutions bring really adds value to our business," said John Beaudan, sales and IT manager for Southeast Missouri Builder's Supply. "Our customers look to us to deliver better service than our competitors. These new solutions make everything simpler, more streamlined, and clearly enhance our ability to increase service to our customers."

### It's the small things that add up

Efficiency and productivity are at the heart of a well-run retail operation today and key to profitability. "It's all of the small things that we can do more quickly and easily with the Eagle applications that add up to savings," said Beaudan. "One example is that it would take us close to an hour to inventory an aisle. Now using Eagle Mobile Inventory, we get it done in 20 minutes. If

a customer needs help, it's easy to stop and resume the count later. Solutions like this allow us to better serve customers and better use our time."

## Transformed promotions

The clear advantage of "Buy One, Get One at 50% Off" offers have shown a direct increase in unit and dollar sales. The Eagle Dynamic Promotions intuitive wizard allows Southeast Missouri Builder's Supply to set up offers by simply building a list of items, defining the promotion rules, and specifying run dates. "Eagle Dynamic Promotions transfers the burden from the salespeople having to remember promotion details to Eagle, and simply executes the promotions at point of sale (POS)," said Beaudean. "If the customer needs to return the item, the system automatically and accurately calculates the return at 50% of the original price. This simple, yet powerful tool produces endless flexibility to move inventory when necessary."

## Pre-scanning speeds up checkout and everyone benefits

A building supply business maintains countless items in large quantities, which presents challenges when customers tried to checkout with baskets full of small items and carts stacked with supplies. "With Eagle Mobile POS we can pre-scan items such as plumbing elbows and fittings directly from the shelf and drop them into the customer's basket," said Beaudean. "This simple process change reaps benefits for everyone. Now the plumbing customer, and everyone behind him, is no longer delayed by

unloading his basket at the checkout counter to be counted again. And if a line suddenly forms at checkout, we can pre-scan customers' baskets or carts, so only payment is handled at the counter, thus reducing wait times. Mobile POS is a simple, and elegant tool that enhances our customer experience."

## Turning customers' paperwork into a competitive advantage

Southeast Missouri Builder's Supply commercial volume hovers around 75% of sales, which equates to additional paperwork to service these important accounts. "Eagle Document Management allows us to be a true business partner with our commercial customers," said Beaudean. "A hidden benefit of e-mailed invoices is that we reduce the paperwork burden our customers face in trying to track their material and equipment purchases. Typically companies send their employees to pick up orders making it difficult to confirm receipt and track supplies. With e-mailed invoices and statements, it's as if we are doing the paperwork for them, which is a huge service."

"Early on, Epicor Eagle enabled our business to be more efficient with powerful point of sale and integrated inventory management. The advantage now, with the Epicor Eagle Core Upgrade program, is about how we can better serve our customers. Customers with hundreds of employees purchase from us because it's easier to track the paperwork," said Beaudean. "It's a competitive advantage. Southeast Missouri Builder's Supply gets you in and out of the store more quickly, and helps with backend accounting. Who doesn't want that?"

## 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](http://www.epicor.com).



Contact us for more information on Epicor Products and Services

+1.800.538.8597 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

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