

Brazil Ace Hardware

Indiana Hardware Retailer Enriches Operations With Epicor Eagle N Series



Company Facts

Overview

- ▶ Location—Brazil, Indiana
- ▶ Industry—Hardware and Home Center
- ▶ Number of Locations—1
- ▶ Co-op—Ace Hardware



Success Highlights

Challenges

- ▶ Use technology to improve overall operational efficiency and accuracy

Solution

- ▶ Epicor® Eagle N Series®
- ▶ Epicor Dynamic Promotions

Benefits

- ▶ Replaced manual processes with automated functionality
- ▶ Addressed challenges in inventory control and promotions
- ▶ Improved product promotions with access to fine-tuned reporting
- ▶ Established a solid foundation for growth and expansion

Indiana-based Brazil Ace Hardware selected the Epicor Eagle N Series retail business management solution to access increased functionality and improve overall operational efficiency and accuracy. Opened in 2015, Brazil Ace Hardware is a member of the largest retailer-owned hardware cooperative in the industry—Ace Hardware. As a small town business, the company strives to meet the needs of the local community by consistently refreshing the product mix to meet and exceed customer expectations.

Building a solid business

As a new business focused on creating a strong operational foundation, Brazil Ace plans to take advantage of its new retail management system to streamline business processes and better serve customer needs.

“When we purchased the store, the former owner was using a software solution with very outdated technology—basically everything was input by hand,” said Steve Guernsey, owner and general manager, Brazil Ace Hardware. “We needed a more robust solution that could remove manual processes, help us address challenges in inventory control and promotions, and also partner with us as we evolve into a world-class retail business with the goal of expanding. We decided that with Epicor’s strong retail industry expertise and advanced technology, it was the best fit for our company and offers the functionality that will help us get where we want to be.”

Effectively engaging consumers

Epicor Eagle N Series software is replacing a system that doesn’t offer real-time or in-depth promotional capabilities—an essential requirement for a company, like Brazil Ace, which upholds customer experience and service at the forefront of the business.

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“The ability to create exciting product promotions for our customers that are also beneficial for our business is paramount,” said Guernsey. “Through the use of fine-tuned reporting in the Epicor Dynamic Promotions application, we should be able to have better control over our promotions and execute them more effectively. This in turn will improve our customer engagement at the point of sale, boost store traffic,

get slow-moving inventory moving, and—of course—increase purchases.”

Rich data for operational improvement

In addition to the customer experience capabilities of Eagle N Series software, the reporting and analyzing functionality of the solution stood out to Brazil Ace.

“The depth of reporting within the Eagle N Series solution seems to be chock-full of rich information for business improvement. This data will help us analyze the business better so that we can make superior buying decisions, which will help with inventory turns and lead to a rise in profitability,” concluded Guernsey.

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 45 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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