

Weston Nurseries

Fourth-Generation Lawn and Garden Business Improves Margins With Epicor Eagle N Series Software



Company Facts

Overview

- Location—Hopkinton, Massachusetts
- Industry—Lawn and Garden Retailer
- Number of Locations—2
- Website—www.westonnurseries.com
- Co-op—True Value, Home and Garden



Success Highlights

Challenges

- Utilize a new technology solution to better manage multi-location business with hard goods and green goods products

Solution

- Epicor Eagle N Series®
- Epicor Compass™

Benefits

- Improved margins by 2 percent
- Efficiently tracked movement of inventory between all locations
- Converted the business to a buy-and-sell model
- Maintained more accurate inventory levels
- Enriched customer experience with more relevant promotions

Started in 1923, Weston Nurseries is a fourth-generation lawn and garden business that provides the widest selection of hardy plant material available in New England. In order to meet the needs of today's customers, the business added hard good products over the years. To keep up with all the movement of inventory, Weston Nurseries chose to implement new technology from Epicor to smoothly operate the business.

"We were tracking inventory separately and doing a ton of transfers back and forth daily of hard goods and green goods products between the stores," said Peter Mezitt, president, Weston Nurseries. "Our previous software was not as strong with inventory or customer relationship management. The process we had in place was no longer feasible if we wanted to grow the business. We researched software options, and it came down to Epicor and Counterpoint. We selected the Epicor Eagle® solution mainly because of reporting capabilities and the inventory functionality. This technology transition has really helped us convert the business from a production-driven business model to a buy-and-sell business model in all of our stores. Epicor has allowed us more possibilities for growth and gives us information to make better business decisions or changes."

Increased accuracy and improved efficiency

In order to make good decisions, businesses must first gain a clear understanding of where they stand today and what lies ahead. Weston Nurseries uses Epicor Eagle N Series software and the Epicor Compass application to gain clear and reliable information—in real time—for decisions that improve business results.

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—Peter Mezitt, President | Weston Nurseries

"Eagle N Series software has helped us maintain inventory levels more accurately," continued Mezitt. "The reporting functionality within the Compass tool has also been a big factor in our success. Compass software automatically generates reports around promotional campaigns and how well they do. We look at customer trends through transactions and dollars spent. We drill down on customer data and inventory information for our top-level departments and classes—year-over-year,

by month, and by store. It's a powerful tool that lets us run the business more efficiently."

how simple our loyalty program is now, and it has helped us gain about \$100,000 in margin improvements over our prior loyalty program—where we used points that converted monthly. The program gives customer coupons on their receipts that they can use instantly—much more gratifying to peoples' fast-paced lifestyle and need for instant gratification. We've seen a nice uptick in loyalty conversions since we switched over."

Enhanced loyalty program

"Another example of how we run Compass software is with our loyalty program," added Mezitt. "If we want to know how our loyalty program is doing in terms of how many people are signed up, how often they purchase, or what they purchased, all we have to do is simply run a report, and those details are at our fingertips. We love

"Our new appreciation program has resulted in an increase in annual average rings per customer by about 0.3 percent. This doesn't sound like much, but it is big for our more traditional lawn and garden business that doesn't have 'consumable' items like food or gifts that people need more often," concluded Mezitt.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed to fit the precise 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 are built into every solution—in the cloud or on premises. With this deep understanding of your industry, Epicor solutions dramatically improve performance and profitability while easing complexity so you can focus on growth. For more information, [connect with Epicor](#) or visit www.epicor.com.



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