



⚠ CHALLENGE

Andy and AdreAnne Tesane own and operate three independent pet stores in Naperville, IL. When they increased traffic 30 percent by moving their downtown location two blocks in 2009, they knew other changes would have to happen to continue growing their Two Bostons business. At that point, they used an expensive, installed retail system. **With two stores open for business and a third location on the horizon, they needed their retail technology to simplify inventory management in a multi-store environment.**

The desire to grow his business and open new stores was the catalyst for Andy to start looking for new point of sale and inventory management software in 2012. Using his programming knowledge, Andy hacked together his own program to enable him to view the other stores' inventory, but it was a far from perfect solution; he knew they needed a change.



*"RICS did a lot of things out of the box...
We turn it on and it just happens!"*

— Andy Tesane, owner Two Bostons

✂ SOLUTION

Andy gathered his employees together and asked them two simple questions about their current retail technology: "What would you hate to lose?" and "What would you like to see?" Using his team's answers to these questions, he created a wish list and started shopping around. After comparing systems to the requirements on his list and engaging in multiple demos to clarify functionality, he found that RICS was easily the best option for his needs. With a much shorter training period than they experienced using the old system, the team was quickly up to speed.

Now, Andy manages all three of his Two Bostons stores using RICS, a feat that wouldn't have been possible before. He explains, "RICS did a lot of things out of the box that I was cobbling together myself in the old system." Implementing RICS mitigates the risks associated with growing his business since adding new stores is such a simple process: "We turn it on and it just happens."

The Two Bostons team uses RICS data during weekly meetings to forecast where they'll be at the end of the month according to different classes. If they're not on track, the access to real-time data enables them to react quickly and adjust purchase orders to stay ahead of their inventory. Additionally, when each employee finishes a shift, she runs a batch report to view her sales and uses customer purchase history to send thank you notes.

Using RICS has enabled Two Bostons to keep their buyer when she moved to Ohio. Since RICS is web-based and real-time she can change the whole buying plan and send it to [Management One] immediately, even while working remotely.



RESULTS

The most important benefit RICS has provided Two Bostons has been the ability to operate and manage multiple stores smoothly and efficiently. They often ship everything to the larger Springbrook store, then transfer items to the smaller store downtown. When compared to their old system, Andy explains, “The options and flexibility in RICS are just great.”

The way transfers work within RICS revolutionized their business. In a multi-store operation, it’s important to buy from your other stores to replace depleted inventory. Without access to other stores’ inventory data, many retailers are forced to order new products and end up with excess stock. Ultimately, this causes them to lose money. Andy doesn’t have to worry about that.

“The beautiful thing about multi-store [with RICS] is a customer makes a purchase and information is instantly available at the other store.” The ability to complete special orders effectively within a multi-store environment has positively impacted the Two Bostons team as well. Now, a customer can order a product in one store and pick it up in another. Making this seamless for the customer enables the Two Bostons team to focus on increasing sales.

In the pet store industry, ordering is different. They work with distributors to purchase inventory and can buy smaller quantities of product from distributors when inventory runs low. The downtown Two Bostons store turns its stock around eight times per year. Since implementing RICS, on-hand inventory is down. According to Andy, he is “more ruthless with inventory since using RICS because I can see which ones are making me money.” Inventory accuracy has improved concurrently. Andy elaborates: “the ability to see turns by item, class, etc. is very powerful.”

The Two Bostons team can now see relevant business information on Apple and Android phones and tablets. Andy uses Android. The rest of the team use Macs. Being platform-agnostic allows them to maintain their personal preferences without compromising functionality or data quality.

Andy and AdreAnne are looking forward to growing the Two Bostons business, with plans to add more stores in the next five years.

RICS offers a web-based, real-time solution that simplifies retail operations and provides the data retailers need to make profitable decisions.

ricssoftware.com 
800.654.3123 
@ricssoftware 

RICS
software