



# Corby & Fellas - Retail News

For more information about Products & Services please call Alan McCammon on 01493 658800

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## Garden & Leisure - Two Centres Roll-Out New Tills

In the last issue of our newsletter we announced that, in the face of stiff competition, Garden and Leisure Group awarded us their business, choosing **WinRetail** our comprehensive PoS and Retail Management system.

The first phase of the implementation was completed during September, with the rollout of 17 PoS terminals to their Cadbury centre near Bristol and 13 terminals to the Huntingdon centre.

Grant Davis, Director of IT for G&L Group said: "I was very pleased with the roll-out; the whole process was well planned and handled professionally. On Sunday afternoon our Cadbury centre was using the old Torex PoS system and by the end of trading on Monday we had switched to WinPoS.....the switchover at Huntingdon, two weeks later, was even slicker".

Grant went on to say: "We chose Corby & Fellas' retail system because we felt that we could work in partnership with them: the system is designed and developed by C&F, so we weren't having to deal with a third-party provider; and they were willing to enhance **WinRetail** to suit our needs."

The second phase will commence in January with the installation of PoS terminals into their other 5 centres. The third, and final, phase will be completed in the summer, when G&L will switch from the Torex head-office system to **WinRetail's** Management sub-system. This will include links to their existing Piccolink hand-held terminals.



### Points of Interest:

- WinRetail Gains Another Garden Centre
- Save Power and Money
- Eco Friendly Point of Sale Terminals
- Hemispheric Cameras can Change Your 'Point of View'
- Improve Your Security
- Using the Web to Improve sales
- Consultants Predict More On-Line Activity

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## Use WinPos - Go Green and Save £££££'s



**WinPos**, our intuitive Point of Sale sub-system, is constantly being enhanced. The latest release of the software embodies the new *Energy Saver* feature, which will automatically turn off the power to the host PoS terminals (and peripherals) when they are no longer needed; the power is automatically restored in the morning prior to opening time.

The potential savings are very significant. As an example: our most recent customer, The Garden and Leisure Group are projecting savings of about **£14,000** per year based on an estate of 80 terminals.

*Energy Saver* operates very simply: when trading has ceased for the day

**WinPos** is set to 'overnight' mode, sending/receiving data to/from the back-office sub-system at a pre-set time; once the overnight processes have completed the **WinPos** software turns the terminal off; all terminals are turned back on again at a predetermined time in the morning, ready for trading.

*Energy Saver* will not only save you money and reduce your 'carbon footprint', but it's a great message to give to your customers - it's certain to boost you green credentials.

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# Corby & Fellas Retail Systems

## A Room With a View - Or Two

The rather strange image that you see on the right was recorded via a *Mobotix Hemispheric Camera*.

The cameras record 360 degree images, which can be resolved, using free software, to appear as if taken from multiple conventional fixed cameras.

This remarkable technology is ideal for use in retail stores, garden centres and warehouses, as fewer cameras are needed to cover a given area; enabling a high level of security to be maintained.

When ceiling mounted, the image area of the hemispheric camera could cover an entire section of a store or warehouse, including all entrances/exits. The image in the hemisphere is convex, particularly near the image borders. These image sections are corrected for the viewer by the integrated distortion correction software, allowing a view of the scene from the usual perspective. The Virtual PTZ (Pan, Tilt, Zoom) allows you to enlarge or move image sections within the hemisphere, just like a conventional PTZ camera; however, with Mobotix, this is achieved with no moving parts.

In our quest to offer our customers a comprehensive range of services, we can provide you with the cameras and a full installation service with our long standing partner company, Switchnet Systems.

If you would like to know more about this subject, please do not hesitate to contact us.



## ‘Click and Collect’



A full-blown e-commerce site may not be for you, but don't ignore the benefits of an on-line presence as a way of securing extra sales.

Richard Woolf of the Javelin Group, the retail and e-commerce consultants, recently made a presentation to the Horticultural Trades Association (HTA): he talked of the ways in which e-commerce is likely to impact on garden related sales, he said that: “The Javelin Group

predicts that by 2015 5% of all garden related sales will be made online and, more importantly, 46% of all garden purchases will have been influenced by a visit to a website prior to going into store; demonstrating the importance of having a website - not only for direct purchasing but as a ‘shop window’ prior to a store visit. Indeed the concept of **‘click and collect’** – ordering online but collecting stock from the retailer – will be fundamentally important in future.”

There is no reason to believe that this prediction will not apply to your business and, in particular, the “click and collect” concept. You will be able to sell through your web site, without having to be concerned with all the machinations of packing and dispatching orders.

**WinRetail** has an integrated e-commerce module that would allow you to operate a “click and collect” operation. It's well worth considering.