

ACTIVANT EAGLE DELIVERS A COMPETITIVE EDGE FOR SNOW'S HOME AND GARDEN



PROFILE

Headquarters: Oleans (Cape Cod),
Massachusetts

Annual Sales: \$13 million

Sales Breakdown: 50% retail,
7% nursery, 10% contractors,
33% fuel oil & LP gas

Number of Employees: 102

Locations: 1

Founded: 1887

Affiliation: True Value and Orgill

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SID SNOW
PRESIDENT AND CEO
SNOW'S HOME AND GARDEN

Executive Summary

This 117 year old family business relies on *Activant Eagle*™ for Windows to run its operations. Sales associates are empowered by having information at their fingertips to better meet customer needs and increase customer satisfaction. Inventory reports help department managers and buyers manage seasonal inventory and quickly react to market demands. Offline Point-of-Sale allows

transactions to run under any circumstances. The president of Snow's Home and Garden believes Eagle gives them a competitive edge by helping them react quicker than big box stores to changing market needs.

Eagle Takes the Guesswork out of Inventory Management

Inventory management is a major challenge due to the seasonal nature of the business. Snow's Home and Garden makes extensive use of Viewers and Business Advisor to help control inventory levels. By using Suggested Order Reports together with custom views, buyers know exactly how much and when to order.

“Perhaps the biggest advantage we have with Eagle is the ability to control 27,000 SKUs. I've taught each of our buyers how to create their own views showing up-to-the-minute sales, historical sales, inventory on-hand, and suggested order quantities for every SKU and supplier,” states Sid Snow, president & CEO, Snow's Home and Garden. “Views are so powerful and flexible, we tailor them to give us exactly the information we need and nothing more. We don't waste time sifting through mountains of data. We've even set up automatic alerts to warn us when stock is low.”

Working Hand-in-Hand With Outside Physical Inventory Firm

For the past seven years, Snow's Home and Garden has used an outside firm to perform its annual physical inventory. Their speed and accuracy combined with Eagle variance reports provides a very accurate count. The day after the physical inventory, a variance report is printed, the store is closed, and employees use the Physical Inventory Posting (PIP) function to cross-check large variances. Before finalizing the inventory count, errors are found and corrected in the system. At the end of the process, Snow's Home and Garden has complete confidence in its inventory levels.

Point-of-Sale Empowers Sales Associates With Fast Answers

Snow's Home and Garden sales floor employees have access to Eagle to answer customer questions. In just a few clicks, employees perform lookups by SKU or product description to determine availability and price. Employees are more productive and they are excited by their ability to immediately meet customer needs. "The ability to have information on the floor in real time is a huge benefit to us. We better meet customer needs and have happier, empowered employees," says Sid.

Another great benefit of Eagle Point-of-Sale is its ability to run transactions offline. "Eagle's offline capabilities are really a godsend when there is a power outage. We continue to operate at point-of-sale and serve our customers without interruption. It's really a tremendous feature," according to Sid.

Out-maneuvering Big Box Stores

Snow's Home and Garden has Wal-Mart and Home Depot in neighboring towns. A company goal is to meet customer needs so they don't need to visit a competitor. Eagle helps achieve that goal in a couple of ways. First, Business Advisor and Viewers help manage inventory so Snow's Home and Garden has the products customers want when they want it. Second, employees have instant access to data to answer customer questions, and the ability to know what's available to special order that we don't stock. "One of the biggest competitive advantages we have with Eagle is our ability to react more quickly than big box stores. We are armed with real-time information we need to make fast decisions," asserts Sid.



Snow's Home & Garden has been owned and operated by members of the Snow family for over a century.

ABOUT ACTIVANT

Activant is a leading technology provider of vertical ERP solutions servicing the automotive aftermarket, hardware and home center, wholesale trade, and lumber and building materials industry segments. Over 20,000 wholesale, retail and manufacturing customer locations use Activant to help drive new levels of business performance. With proven experience and success, Activant is fast becoming an industry standard for companies seeking competitive advantage through stronger customer integration. The company's solutions include advanced software, professional services, content, supply chain connectivity and analytics.

To learn more about this or other Activant products and services, please call 888.463.4700.



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