



## Microsoft Dynamics Customer & Partner Solution Brief

# WPS<sup>TM</sup> Petcare Group

### Fast Facts

**Customer:** WPS Petcare Group  
**Web Site:** [www.welsh-pets.co.uk](http://www.welsh-pets.co.uk)  
**Number of Employees:** 50  
**Industry:** Manufacturing and Retail

### Customer Profile

The WPS Petcare Group combine Wholesale, Retail and Manufacturing Businesses. WPS is a family run business that started over 30 years ago. The Retail Outlets are supplied directly from their wholesale business from a product line of over 7000 items. A selection of the pet food items are actually manufactured directly by the WPS Petcare Group at their Head Office in Mid Wales.

They have been using Microsoft Dynamics Business Solutions for over 5 years in which time the business has grown from Wholesale to Manufacturing to most currently Retail Outlets and ecommerce sales. i-bussol began supporting WPS in 2007.

For more information about i-bussol please visit:  
[www.i-bussol.com](http://www.i-bussol.com)

“The simple ability to have stores send sales and stock data back to HQ throughout the day has meant we can react to situations quicker and ensure shelves are always stocked”

“ We were already supported by i-bussol for our Dynamics GP finance solution and having tried a cheaper retail solution for 12 months we turned to them for advise. i-bussol implemented Dynamic RMS swiftly and effectively, integrating it in with our finance system. We can now easily manage our retail outlets from head office.

i-bussol also implemented integrations between Dynamics GP and RMS. This has allowed us to update the warehouse retail prices in Dynamics GP and have this automatically update RMS saving hours of data rekeying. Store Purchase Orders are also automatically integrated into back office software (Dynamics GP) as Sales Orders, again saving hours of rekeying for the sales team, and effectively allowing the warehouse to deliver stock to the stores quicker so we can get it on the shelf in minimum time..”

Jonathan Davies, Director, Pets Ahead.

### Business and technology goals

WPS Petcare Group offers a wide product range (in excess of 7000 lines) and takes pride in its exceptional customer service. Yet its aging, bespoke IT system was restrictive, did not provide efficient stock control, and was difficult to support. To automate business processes and boost efficiency, WPS Petcare Group needed to:

- Create a flexible, electronic point-of-sale (POS) system that could support its retail needs.
- Control stock holding and maximise sales and cash flow.
- Access daily sales information and reports compiled from across all stores from a central location.
- Automatically have Daily store takings including stock levels update a central HQ regularly throughout the day.

### Solution

WPS Petcare Group worked with Microsoft® Certified Partner i-bussol Ltd to deploy Microsoft's Retail Management System. This solution helped WPS to manage a range of store operations and customer marketing tasks, and automates the gathering and processing of data from different stores into the headquarters.

The new solution:

- Offers real-time access to retail information across the organisation.
- Manages POS data, stock management, and re-ordering.
- Integrates with Microsoft Office Excel® 2003 for „what if“ and budgeting scenarios.
- Enhances reporting and analysis.

### Benefits

- Stock can be replenished with main suppliers automatically.
- Time spent re-ordering has reduced by two-thirds from previous manual processes.
- Greater efficiency has reduced stock holding by 25 per cent.
- Better stock control has led to improved cash flow and fewer markdowns.
- Visibility of data across stores helps identify sales or product issues.
- Customers benefit from better service and fewer out-of-stock situations.