



case study

53 Degrees North expands their Irish adventure sports business with Microsoft RMS & Syscom PLC

“ The proven experience of Syscom in the apparel & textile market place has given us the confidence to move forward with our IT project. Their vision of how the Microsoft Retail Management System could help grow , manage and develop our business confirmed that they would be the best IT business partner for us.

After over 6 years the vision is a reality thanks to Syscom. We have grown from a €4m company to over €10m in under 5 years.

Alan McFarlane
Managing Director
53 Degrees North

53 Degrees North, the ultimate outdoor adventure store in Ireland, has been expanding rapidly since 2005 with the help of SyscomERP and Microsoft Retail Management System (RMS) software. With aggressive growth plans the MD Alan McFarlane needed a retail system that would provide a scalable and future proof solution to his business. They have now been running Microsoft Headquarters and Store Operations, including some additional elements such as merchandising, promotions, gift/loyalty, allocation manager for many years. The Microsoft RMS system is integrated into SyscomERP, a financial management software system that provides you with a clear, balanced view of your business so you can make the decisions that align with your overall corporate goals.

Background

Created for active people that use their free time to pursue adventure sports, 53 Degrees North is the ultimate outdoor adventure store in Ireland. With over 40% of the Irish population living within a 62 mile radius of Dublin, and within excellent reach of the road, rail and ferry networks, it was a excellent move to set up the first shop in Carrickmines. *“ We used our wealth of experience that we have gained from over 20 years of dedicated service in Irelands outdoor adventure industry, to build a company that offers its customers access to Irelands biggest selection of the best outdoor adventure brands in the world—at*

the best prices ”, said Alan, “We now have 5 stores across the Dublin area, including an outlet store and a web site managing over 122,000 product lines and have grown from €4m turnover in the first year to over €10million turnover today ” .

The Solution

53 Degrees North selected Microsoft RMS and Microsoft Gold Partner, Syscom to handle their retail management requirements due to their extensive knowledge and experience in the retail, garment and textile industry. Each of their stores has 3 tills which run Microsoft Dynamics Store Operations Point of Sale (POS) software to process transactions, returns, create sales

quotes and reserve items.

This allows staff to keep pace with customer demand and deliver the high level of service that customers expect and 53 Degrees North pride themselves upon. Microsoft RMS Store Operations also provides item changes, stock tracking and inventory management at individual store level. The store software is then synchronised with Microsoft RMS Headquarters software at 53 Degrees North head office at Carrickmines providing them with the facility to manage their stores globally by sending product updates, receiving information on the sales activity and stock levels, providing clear visibility, obtaining detailed buying habit information and accurate reports from every part of the organisation.

Syscom has also successfully deployed "Givex", a customer gift card and loyalty programme.



Microsoft Retail Management System (RMS)

Microsoft Partner
Gold Enterprise Resource Planning
 Silver Midmarket Solution Provider
 Silver Desktop
 Silver Independent Software Vendor (ISV)

Whether your customers pay by cash, cheque or credit, Store Operations makes sales transactions fast and easy



Integrated business software solutions & proactive IT services from Syscom PLC

As a Microsoft Gold Partner our product portfolio includes Microsoft Dynamics software applications as well as Syscom authorised and Progress based systems. Our product consultants are experts within the industries we serve, allowing us to take a consultative approach to identifying the optimum solution for each client's unique needs. We also recognise that the provision of software represents only part of a business solution, always working in an on-going partnership with our clients and offering a complete range of complementary services and consultancy.

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