

**Traditional Values, Latest Software  
Adds Up to Success for Frank Clark**

**About Frank Clark Ltd**

Frank Clark Ltd. was founded in 1949 with the opening of a shop at 28 Grand Parade, Cork. Frank Clark Senior believed that for his firm to survive it must move with the times yet retain that personal type of service that is so important. This same vision has been the cornerstone of its success and today Frank Clark is one of the most successful independent hardware retailers in Cork.

Over the years the company has gone from strength to strength and in 1979 acquired a second premises in Sharman, Crawford Street. The combination of economic growth in the area at that time, and the personal service provided by Frank Clark and their loyal staff were pivotal factors in the growth of the company. In 2000 an opportunity presented itself to expand the business in Sharman Crawford and with the opening of the new larger premises, the doors of Grand Parade closed after over 50 years trading.

At that time, Frank Clark Ltd was using Sage Line 50 Financial Controller. However, with the new premises, it was evident that a more comprehensive system would be required to embrace the change and to cater for the ever growing number of customer transactions in both cash and credit.



**Frank Clark discovers the substantial benefits of a complete EPoS solution provided by Advent**

**The Solution**

A number of criteria were considered when choosing a new EPoS system; ideally the solution would integrate with the existing accountancy software. It had be easy to use by all staff members and had to have the capability of producing comprehensive management reports.

Sage Paypoint was chosen by Frank Clark together with a number of touchscreen tills, together with appropriate barcode scanning technology. The EPoS retail system integrated with the existing back office accountancy system, Sage Line 50. It proved to be easy to use

An Advent Case Study  
(cont'd.)

by all staff, yet provided invaluable information on all aspects of trading including stock levels and reorder levels, while also giving up-to-date management information at the press of a button.

“Sage Paypoint integrated with our existing accounting system. This was a huge benefit,” Frank Clark stated.

### The Benefits

“Sage Paypoint provides us with a complete business solution,” said Frank Clark Junior. “All aspects of our Accounts, Stock and Point of Sale requirements are handled comprehensively. Customer Service has always been a priority for us. We can only say that this has been enhanced by the arrival of Sage Paypoint. Customers are dealt with quickly and efficiently at the Point of Sale.”

From the day the doors opened for business at Grand Parade, Frank Clark has based its reputation on exceptional personal service, integrity and quality. These standards have not changed down through half a century, yet embracing technology was needed to ensure the continued success of the business. The Sage Paypoint system together with the traditional values upheld by Frank Clark ensures continued growth and success well into the future.

---

**For further information on  
Sage Paypoint for retail contact:**

Ray Ryan,

Advent Processing Solutions Ltd,

Ashleigh Centre,

Castleknock,

Dublin 15

Tel: 01 822 3200

Email: [rayryan@advent.ie](mailto:rayryan@advent.ie)