

Murtaghs Hardware Invests in Sage Paypoint

About Murtaghs Hardware

Stephen Murtagh & Sons (Ashbourne, Co. Meath) is a hardware and DIY company trading for over 100 years. The company employ 12 people yet it is only in the last 10 years that they took the giant leap and embraced technology.

With the customer base growing and the strategic direction of the company moving into new market sectors, in 1997 Joe Murtagh at the ripe age of 61 took on board the huge task of automating the company's accounting methods, and Sage Line 50 was installed. "The technology was a minefield for my father Joe who took on board this task," said Colin Murtagh, Managing Director. "He had never used a computer in his life before!"

The new system was invaluable but took a long time to be trusted by Joe who preferred the manual method. However, in 1998 Line 100 followed. Then in 2003, as the company moved to new purpose built premises, Sage Paypoint was installed to power its point of sale systems.

The Solution

The solution is based on integrating the Sage Line 100 Commercial Suite with Sage Paypoint Software, the retail solution available from Advent. Colin Murtagh, fourth generation family member, is Managing Director of Stephen Murtagh & Sons, and he has taken on



Colin Murtagh, Managing Director, Murtaghs

the responsibility of continuing the tradition of the business. "I wanted to ensure that the Murtagh name maintained its position as a progressive retailer in the hardware and DIY marketplace, along with keeping intact its traditional business lines," explains Colin. "I needed a solution to streamline all accounting, stock control process, and point of sale requirements. I chose Sage Line 100 not only for its accounting capabilities, but also for the ease with which it could fully integrate with Paypoint."

Prior to the installation of the new solution, Murtaghs operated a manual cash sale docket system, which was later entered into the sales ledger system. It was obvious to Colin from the beginning that the newly built Ashbourne store was going to change the product mix to over 80% hardware items. This meant that the company would experience a significant increase in the number of cash sales transactions at the counter. To cater for this

**An Advent Case Study
(cont'd.)**

increase in volume it was decided to implement an integrated EPOS system with the Sage Line 100 Suite while at the same time ensuring that the full functionality of the accounts package was put to use, including full Management Reporting from the Nominal Ledger module. The solution allows staff to check stocks quickly and easily on the system so that both the correct item is priced and sold at the till and also assists with the efficiency of the transaction with the customer.

The Benefits

Murtaghs also invested in Epson IR EPoS Till Units with touch screens, "The solution is very user friendly and we are benefiting from the enhanced reporting capabilities which allows us to gain instant access to up-to-date management information at the press of a button," says Colin.

One of the key issues for Murtaghs was to provide them with an integrated EPoS system where they could handle the needs of both their cash and credit customers at the counter – they also needed to make sure that the buying experience for their customers was efficient and informative. Using the technology Advent

maximised the efficiency of the transaction at the counter and by integrating this information with the Sage Accounting software, this eliminated the need for any re-keying of the sales transactions into the Sales Ledgers.

As a result all customer credit accounts were up to date immediately. "We also introduced hand held scanning technology to assist with both the stock take procedures and barcode data capture routines," Colin continued. "Additionally, many of the hardware distributors are now in a position to produce their product barcode details electronically, which we can transfer into our systems, which greatly reduces the set up time for any store owner.

"A huge amount of work has gone into this system both from ourselves and Advent – our supplier – to make it work, and we are now beginning to reap the rewards."

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