



# Customer Case Study



## IN BRIEF

### Company

Reeves Floral Products

### Industry

Speciality Retail - Floral Inc

### Challenges

- Flexible, responsive and integrated solution to provide real time access to information
- Improve inventory management and in-store customer experience
- Maintain the niche, be competitive by improved retail management

### Solution & Services

iVend Retail

### Benefits

- Consolidated retail sales data with improved accuracy and transparency through iVend Retail Management Solution
- Improved purchasing and forecasting
- Improved pricing flexibility for discounts and promotions

### Country

USA

## Flowering to Success



*Improved and personal customer service helps Reeves Floral personalize its retail operation and retain its competitive advantage*



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## About Reeves Floral Products

Located in Georgia, Reeves Floral Products, Inc. has been servicing the floral and decorative needs of designers, florists, interior decorators, caterers and event planners throughout Southeast America since 1962.

What began as a greenhouse grower and supplier of fresh flowers in a small northern suburb of Atlanta, Georgia, has evolved into one of the largest importers and distributors of cut flowers, floral supplies, artificial flowers and decorative accessories in the United States.

The company has over 100,000 square feet of showroom and warehouse space in its main facility located in Woodstock, Georgia and offers an extensive range of floral products and services that include seedlings, cuttings, wholesale flowers, florist supplies and much more.

In addition, the company also operates out of Gainesville, Georgia where a full array of products and services are also available.

## Business Challenge

In August 2007, the company decided to implement SAP Business One as an ERP solution to manage its critical business functions across sales, distribution and financials - via one flexible responsive system that could integrate and provide real time access to information.

A growing demand for their products and services made the company reevaluate its current point of sale system and also determine it needed a point of sale solution that could integrate with SAP Business One and provide important functionality required in their retail ecosystem.

As a full service florist, they required a cost effective POS software that could process sales transactions, monitor inventory movement, manage order entry and integrate data in real time at their head office in Woodstock.

In addition, they required a solution that could confidently and quickly process transactions and credit card payments, offer easy check outs, waseasy to use and could support future growth.



*"I would like to take a moment to compliment you on the team you have working for you. I have worked on several implementations in the past and have never worked with a group who were as eager and talented as your associates.*

*Even with the time difference between India and the United States, there never seems to be an issue completing any development that arises.*

*Thank you again for all your help."*

### **Chuck Woodring**

*Warehouse Manager,  
Reeves Floral Products, Inc.*



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## Business Benefits

After evaluating various Retail systems, Reeves Floral decided to implement iVend Retail and Credit Card Addon from CitiXsys and both solutions were installed and integrated with Business One within one month.

Since the rollout of iVend Retail and Credit Card, the company has realized various business benefits. Access to real time information has enabled better supply chain planning and efficiency. In addition, sales figures are easy to obtain at any given point of time at either of their locations, providing visibility and streamlining retail operations. The company is also able to track orders in real time, manage growth and meet customer expectations for higher service levels to support repeat business. Improved forecasting and enhanced visibility across the business has also helped improve business performance providing a scalable platform that supports the company's plan for rapid expansion

## Business Benefits

- Ability to recall transactions for refunds at the POS and issue 2 copies of the Refund Receipt
- Ability to issue and track in-store credit memos to customers even if they don't have accounts set up
- Customized Customer Payment Terms at POS to help identify customers that have accounts and process their transactions faster especially repeat orders
- Supports the ability to change the tax codes for an entire order via the selection of a tax code from a drop down box
- Enables application of line and sale discounts on transactions based on customer history
- Automatic and manual request options for replenishment to the head office
- Supports the ability to set up price lists for items and special pricing for specific customers at the head office
- Integrated and unified system - fits into their SAP Business One infrastructure
- Credit Card module provides quick and efficient settlement of invoices and the use of multiple credit cards against a single order
- Inbuilt Invoice Wizard (Credit Card add-on) saves time by managing multiple invoices at one time

## Contact Us

**USA - New York**  
 One Rockefeller Plaza,  
 11th Floor, New York NY 10020  
 USA  
 T: 1 212 745 1365  
 F: 1 212 618 6309  
 E: newyork@citixsys.com

**USA - Chicago**  
 The Merc, West Loop, 22nd Floor 30 South  
 Wacker Drive  
 Chicago, IL 60606  
 USA  
 T: 1 312 466 5512  
 F: 1 312 466 5601  
 E: chicago@citixsys.com

**Mexico - Guadalajara**  
 Av. de las Américas 1545, Esq.  
 Colonia Providencia,  
 Guadalajara, Jalisco Mexico 44630  
 T: 55 8421 9659  
 F: 52 33 8000 0057  
 E: mexico@citixsys.com

**Asia Pacific - Sydney**  
 Tower 2, Level 20  
 201 Sussex Street  
 Sydney NSW 2000  
 Australia  
 T: 61 2 9006 1616  
 F: 61 2 9006 1515  
 E: sydney@citixsys.com

**Southeast Asia - Singapore**  
 120 Telok Ayer Street,  
 Singapore 068589  
 T: 65 63052402  
 F: 65 63052403  
 E: singapore@citixsys.com

**UK - London**  
 A2 Yeoman Gate, Yeoman Way  
 Worthing, West Sussex, BN13 3QZ  
 United Kingdom  
 T: 44 207 193 5607  
 F: 44 207 681 1016  
 E: london@citixsys.com

**India - New Delhi**  
 A-24/5, MCIE  
 Mathura Road  
 New Delhi 110044  
 India  
 T: 91 11 42696666  
 F: 91 11 42696600  
 E: newdelhi@citixsys.com

**Middle East- Dubai**  
 308, 3rd Floor, EIB 05  
 Dubai Internet City, P.O.Box: 502586  
 Dubai UAE  
 T: 971 4 431 2139  
 E: middleeast@citixsys.com