EPOS connections deliver business snapshot

DATANET.CO.UK Case Study - London Camera Exchange

Company Background

Starting out as a photographic studio in the 1950s, London Camera Exchange has grown into one of the largest family owned chains of specialist photographic shops in England today, catering for the needs of both amateur and professional photographers, as well as offering binoculars and telescopes.

London Camera Exchange specialises in both the new and second hand camera market and also offers part exchange facilities throughout their 31 shops nationwide. This enables customers to trade up to the latest models, with a range of used equipment for those who prefer the cameras of yesteryear.

Company Issue

Each store within the group stocks a product range chosen by its local manager and staff and are run independently.

Previously, all stock, sales and purchasing records were paper based and individual to each store, making it difficult for both store and company management to accurately gauge performance, profits and revenue until the year end accounts were done.

The requirement was to introduce an EPOS solution that not only enabled more accurate stock control, but also allowed regular sales analysis by head office, making the business more responsive to the changing market.

The Solution

London Camera Exchange chose Datanet to help them with this new development in their business infrastructure.

Working alongside their EPOS software supplier, Datanet devised a VPN network between the individual stores and the head office where the main server is hosted. Using a secure broadband connection, each store manager now automatically updates the central database with accurate sales and stock information and can see a global snapshot of stock available from other stores.

"Datanet have provided us with a secure, flexible solution that enables our business to continue to develop and grow," said London Camera Exchange MD Nick Richens. "They also provide and maintain all the firewall and VPN infrastructure between the stores and our head office."

"With the London Camera Exchange we recognised the need for collaborative input. We have installed broadband connections in all of the stores, with an EPOS system connecting back to a central server. This means that as well as being able to track second hand stock availability across the country, managers can now also track new stock. The central server also allows all of the managers real time analysis on how the business is performing." said Datanet MD Conleth McCallan.