

**GUESS who is coming to Dublin!**



**Company Profile**  
 GUESS Clothing has recently opened a store in Dublin's fashionable shopping area. Just off Grafton Street GUESS opened its doors in June on South Anne Street, Dublin. Famously known for their bags and clothing line GUESS are set to impress shoppers with their stylish range and classy store fitting. The installation of a fully equipped EPoS system was paramount to the future success of such a growing store. The EPoS system would need to reward staff with the tools to enable a better customer service, a higher level of efficiency and overall a better management at the point of sale.



**Solution**  
 GUESS set about evaluating different solution providers but chose Total Retail Control (TRC), a business partner

of hardware distributor PC Cubed. TRC were chosen by GUESS for a number of reasons Karl Rodgers, Managing Director says, "We evaluated for a number of solutions but really liked the layout and user friendliness of the Microsoft RMS. TRC have dealt with us in a very professional manner and have created special import and export routines for our sales and stock data"

The Nordic RF 600 was also installed as part of the full solution. This wireless data capture handheld can be used in several ways. By reading the barcode it will display the product price, delivery time or other information needed. The handheld is used for booking in stock, price checking, price changing, queue busting and stock checks– all managed with the Nordic RF 600.

**Benefits**  
 The system has made business functions faster and service to customers even better after installing 3 EPoS terminals plus the hand held terminals. The Piccolink strengthens the effectiveness of mobile

computing and is a helpful tool within the store.

GUESS now have an up-to-date real time system. By using the handheld it enables sales associates to stay with the customer. It also locates stock and prevents over and under stocking of



inventory. The system integrates seamlessly with the Point of Sale systems which dramatically improves Business Intelligence.

TRC have customised Value Added Modules now installed in the Flagship GUESS Retail store. The store have installed 3 points of sale terminals along with radio frequency handheld scanner technology.

**Conclusion**  
 Already a global brand, the advent of the new GUESS store in Ireland has many fashionistas in the country very excited. The TRC System will assist the company to ensure that their customers will be 100% satisfied with the service they receive when they visit the store.

Gavin Peacock, Managing Director of TRC says, "It is very exciting to be involved in assisting such a well known and well respected fashion brand. We are delighted to be chosen as their preferred supplier and are really thrilled to be a part of this new enterprise for Ireland."

**Contact**  
 Gavin Peacock  
 Total Retail Control  
 TRC House  
 Dundrum Road  
 Dublin 14  
 01 296 3155  
 gpeacock@trcepos.com