



Case Study: Goldpine

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Infinity's pricing flexibility supports Goldpine's special pricing strategy



About Goldpine



Goldpine is a young, progressive and professional company leading New Zealand in the manufacture and retail of rural outdoor timber products. A strong future growth is anticipated for the company – a vision held strongly by the CEO Robert Eggers and the senior management team. It is a vision that will continue with the same enthusiasm that has been demonstrated over previous years.

The Challenge



For outdoor timber retailer Goldpine creating strong customer relationships is critical for business success, says the company's IT Manager Simon Gutschlag.

"We are not a supermarket and we try to build genuine relationships customers. There are certain customers who are important to us like trade customers who buy large quantities of product, or who spend significant amounts. These customers are in pricing groups and receive special pricing."

Goldpine operates in a multichannel environment with customers having the option of preordering over the phone or instore for upcoming projects. Goldpine uses its Intranet, which houses the company's bespoke CRM database, to identify customers when orders are placed.

The retailer's challenge was to ensure that orders processed through the Intranet had the same special pricing rules applied as those applied at the counter. In particular Goldpine wanted to be able to import the powerful special pricing capability of its Infinity Retail Management System point of sale software into its Intranet.



The solution: Integrate Infinity's customers pricing rules into Goldpine's Intranet.

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Goldpine's three-person in-house IT team, assisted by Triquestra, integrated its Infinity point of sale software with its Intranet and created a robust interface between the two systems work together in real time.

Orders are placed through the Intranet so that Goldpine can capture valuable customer information as part of its interaction with customers.

"We believe customers pay us in two ways, with money and with information. We can capture the information by asking questions or by analysing what they have ordered."

Goldpine's strategy is to build inhouse any systems, such as the Intranet, which give it a competitive advantage, says Simon.

However, when it came to developing special pricing rules Goldpine opted to use Infinity, which it operates as its point of sales software in its 25 stores throughout New Zealand.

"In terms of point of sale, Infinity is the best there is. It's so smart that not only does it apply the special pricing rules, it's also looking to see if any other specials apply and to make sure the special pricing does not fall below our minimum margin so we can be sure we're not just giving stuff away," says Simon.



"When we bought Infinity two years ago one of the attractions was the pricing flexibility that it offers," says Simon.

Goldpine realised that it would never be able to keep pace with point of sale software developments if it tried to go it alone. Triquestra, which specialises in retail software, is constantly providing updates for Infinity and this influenced the project design.

"Infinity will be a different product in two years time. Part of our Intranet build was to design it in such a way that we captured the smarts that are constantly being added to Infinity," says Simon.

The benefits: consistency and flexibility



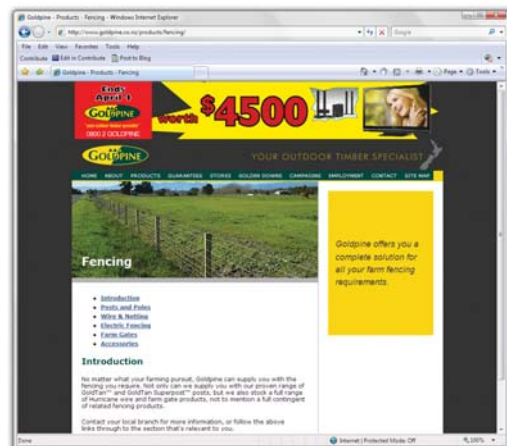
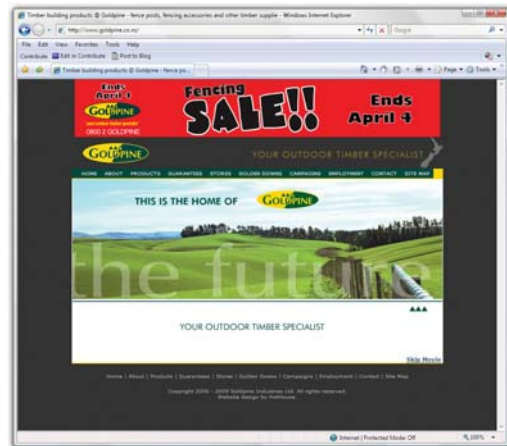
Incorporating Infinity's pricing rules into the ordering system means that that customers receive consistent pricing no matter how they are transacting with Goldpine. The CRM database ensures customers are appropriately identified and Infinity's pricing rules provide the necessary pricing intelligence.

"With our interface the Intranet is totally aligned with Infinity and customers have the same special pricing rules applied whether they are placing an Intranet order or just turn up at the counter."

Infinity's flexible pricing capability means that Goldpine can also vary prices from store to store and from region to region to maximise stock rotation and margins.

"Customers in a dairying area like Gore have different needs from customers in a wine growing region like Blenheim. We are able to tweak our prices to reflect the different product mix and demand in each store."

"We believe that the special pricing gives us a competitive advantage when it comes to creating strong relationships with high value customers," says Simon.



Contact Details

Triquestra International
www.triquestra.com
info@triquestra.com