

## “How We Saved 22 Days a Year – Pain Free!”

Like every other Managing Director John Burke of Burkes Hardware & DIY was wondering how to cut costs without cutting headcount! “Good sales staff is needed now, more than ever and my office administration consisted of just one member of staff and myself, on occasion. I was always a believer in leveraging new technology so I was highly automated anyway.”

### THE PROBLEM

Like all builders’ providers we have a large number of debtors and although I have an EPOS system we still spent a lot of time sorting system generated ‘hand signed’ invoices, matching at the end of the month and putting them into envelopes.

### THE ALTERNATIVE

I was happy with my EPOS solution and didn’t want the added cost, training and business disruption associated with replacing my existing system. My family had dealt with David Doyle for over twenty years and he had never let us down. We approached David’s company Winslow Technology and together came up with a solution.

### THE SOLUTION

Winslow Technology developed an interface to our existing EPOS system which allowed us to capture customer signatures electronically, match them with invoices and email or print them for posting at the end of the month. This saves Burkes thousands of Euro and almost a month in time every year; it also creates the right kind of image for Burkes Hardware and DIY Ltd. We also expect to increase cash flow through faster payments. We would definitely recommend Winslow Technology to any SME who wants a cost effective, custom software development solution and needs good customer support.

The solution has already paid for itself and Burkes Hardware & DIY Ltd gains benefit from that saving each month. We continue to discover new value against the return on investment, such as quickly locating and printing old signed invoices which had been taking up considerable time on a weekly basis.

### THE FUTURE

John Burke is not short of ideas and is already sitting down with Winslow Technology with a view to developing new solutions to further enhance the customer experience, to say nothing about driving costs out of the business.

Burkes is one of the region’s largest hardware, DIY, garden and building suppliers and are located just off the M11 / N11 (Ashford / Rathnew Exit) on the Rathdrum Road heading out of Rathnew.



John Burke doing what he likes best - working at the ‘coal face’

### BURKES HARDWARE & DIY

[www.burkes.ie](http://www.burkes.ie)

Milltown Shopping Park, Rathnew, Co. Wicklow, Tel 0404 65600

Burkes are a highly respected family business, based just on the outskirts of Wicklow town. The company was started by Sylvester Burke (John’s father) as a lubricants company, which then diversified into fuel, hardware, DIY and building materials supply; since then the business has undergone rapid and sustainable growth. With a new generation getting involved in the business (usually a difficult time) forward planning and a good company structure served the various business units well. The company was then split into two separate businesses, Burke Oil, run by Tom and Burkes Hardware & DIY led by John Burke.



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