

CTN Systems Ltd makes the front page



Confectionery, Tobacco, News



CTN Systems Ltd, one of the UK's leading suppliers of point-of-sale (POS) systems to confectioners, tobacconists and newsagents, is selling IBM SureOne systems like hot cakes – because retailers see their profit margins rise.

Summary

Business sector

Confectionery, Tobacco, News

Location

United Kingdom

Hardware

IBM SureOne* POS

Software

CTN SuperNews

Problem

Shrinkage, price change management

Solution

SureOne, CTN SuperNews, barcode scanner

Benefit

Profitability increase of over 2%, return on investment of over 22%, increased system functionality and reliability.

Ringing up sales

Peter Wagg, a Newsagent of the Year winner, agrees: “SureOne keeps track of every sale and every item. It calculates any figure relevant to sales management – I now have 14 SureOne terminals, a totally accurate barcode scanner, and complete control over the sales in my shops.”

“SureOne has dramatically increased the business profits, not to mention the user-friendly product design and excellent ease of use. It is an essential tool for the success of any newsagent.”

Shrinking shrinkage

Besides the business benefits of IBM SureOne, Middlesbrough newsagent Chris Shippey also explains that it helped solve his shrinkage problem.

For years Chris Shippey could not identify the losses. Without the item-by-item barcode scanning of SureOne, he simply had a total revenue figure to post against total stock change, with no way of matching accurately each pound to each product.

‘With the SureOne, I was able to identify the missing items and placed them next to the counter. My theft problem was solved, and the business increased its profitability.’

“The SureOne POS improves the retailer’s profitability by more than 2%, and has a return on investment of better than 22%.”

*says Paul Lansdale,
Managing Director at CTN Systems Ltd.*

Open all hours

The reliability of the SureOne terminals is proving an attractive feature for the demanding environment of retail.

Paul Lansdale at CTN comments:

“SureOne has proved to be the most reliable piece of equipment we have used by a long margin.

“It is reliable, compact, it has a nice look about it and is small – both of which are important considering it stays on the counter – and it’s powerful, functional and flexible. There’s nothing else we would consider taking on.”

CTN has been an IBM Business Partner since 1996, and has sold systems to more than 1,000 satisfied customers. In addition, CTN has its own SuperNews software, which runs on the PC-based SureOne, and CTN offers free daily product margin and marketing reports as part of the service.

As far as the partnership with IBM is concerned, Paul Lansdale remarks: “By choosing IBM POS systems, we know we’ve made the right decision. The product is very reliable, and the service and support from IBM has been excellent – absolutely first class.”

Serving customers

With more than 3,000 product lines in a typical newsagent, covering magazines tobacco, gifts, confectionery and greetings cards, using paper-based records is difficult and time-consuming. It is certainly not possible to examine every product for its combination of margin and turnover; with SureOne, all this becomes not only possible, but easy and proactive.

Chris Shippey comments, “SureOne considerably simplified our accounting system. Newspaper prices change all the time because of special issues and offers. In the past I had to go through the files manually when calculating delivery bills. All I do now is insert the price into the computer, and SureOne solves the accounts instantly.”

Cashing up

IBM SureOne systems have proved profitable for both CTN and its customers. The outstanding reliability of the systems is delivering lower maintenance costs, and CTN has been able to reduce prices by almost a quarter, making SureOne a very attractive proposition.

“Many customers find it more cost-effective to move to a new low-cost maintenance contract with new IBM SureOne terminals than stay with outdated technology.

“The combination of SureOne, CTN’s Supernews software, and services, deliver sophisticated retail management for even the smallest retailers to compete and win against much larger rivals,” concludes Paul Lansdale.





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