

# 10 years of success for Toymaster franchise with RM6000 EPOS from Opus.

## Background

Back in 1995, Ciaran Burns opened his first toyshop in Cookstown, Northern Ireland trading under the Toymaster brand. Since then Ciaran has grown the business to include two further stores in Lurgan and Newry together with a new warehouse facility added in 2006. The impressive growth and developments of franchisees like Ciaran have driven the Toymaster group into becoming the fourth-largest toy retailer in the UK, with over 240 stores.



## From humble beginnings

When Director Ciaran Burns first set out in the retail toy business, he knew that he would require an effective management system for tracking sales, managing stock control and

processing information. But adopting the latest technology is only half the solution – working with the right team of people to support you is just as important.

Ciaran explains, “We needed an EPOS solution that could offer us all the benefits of a good retail management system but above all we wanted to work with a company that prided itself on exceptional customer service and ongoing support. As our business grew, we knew our demands would change with time. We wanted an IT partner that listened to what we wanted and could deliver an EPOS solution that adapted and evolved in line with our changing needs.”

Niall Robinson, Operations Director at Opus Solutions was assigned the Toymaster account and worked with Ciaran to establish the needs of the business and be the first point of call in the role of ongoing support. That was back in 1997 and now 10 years on from then, Niall still remains their first point of call and Toymaster continue to benefit from the knowledge, experience and ongoing support offered by Niall, his colleagues and Opus Solutions.

## Success is a journey

“At Opus Solutions we take pride in the fact that relationships with our customers are often long and rewarding for both parties.” says Niall. “We offer customers support and guidance both in the short and long term. We also listen to the demands of our customers and develop our new software upgrades accordingly.”

Back in the 90’s our flagship EPOS solution RM3 was a DOS based system. In 1998, following the launch

of RM6000, Toymaster, Cookstown was one of the first companies to take advantage of the new Opus technology and run their EPOS system on the new Windows based platform.



“It’s interesting to look back at how our software has evolved over the years in line with developments in technology and driven by changing customer demands. The flexibility and scalability of RM6000 allows us to customise the software accordingly to suit the customer.”

## RM6000 - The Evolution of a species.

One example of how developments in Opus software are based on changing customer needs is the advanced stock control facility now included in the software.

Toymaster needed a more efficient method of locating stock, a job made all the more difficult when dealing with 1000’s of products across several sites. They wanted a feature that allowed staff to instantly access information on specific stock locations in the warehouse using a hand-held device. Before the new feature was introduced, this information was the specialist knowledge of the warehouse manager who was constantly pestered for information. The new system meant that even new staff

could now pinpoint the exact location of any item in an instant, greatly reducing the time taken to fulfil the orders.

The new feature was subsequently developed and incorporated into the next software update. This now meant that all Opus clients running RM6000 would also benefit from the new feature as part of their continual upgrade and support service.

At Opus Solutions we understand the value of information. Our award winning IT solutions have been helping our clients to build profitable businesses by reducing costs, improving efficiency, and increasing revenues since 1991. That’s why successful retailers choose RM6000 as their preferred retail management EPOS solution.

This month, Opus Solutions announce the launch of their latest version of RM6000 with advanced feature upgrades including Biometric Security and Beacon Email Alerts.

To find out more about these new features and how RM6000 can help grow your business, call us today on **+44 2890 589800** or email us at [michael@theopsgroup.ie](mailto:michael@theopsgroup.ie)



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