

# Anns Cottage

www.annscottage.com



## Client Overview ...

With over 40 years' experience trading in key destinations of the United Kingdom's Cornish coastline and delivering the very best surf hardware and must have fashion essentials to thousands of happy online customers in over 60 countries has led to Ann's Cottage Surf to being recognized as UK's number one surf and lifestyle fashion destination and achieving the status as a leader in the industry worldwide.

The business trades from 12 retail stores across Cornwall and through an internationally optimised webstore.

Anns' Cottage as a business has evolved, from a predominantly bricks and mortar chain of retail outlets into a true omnichannel business which is much more evenly balanced between online and physical sales as well as an increasing number of customers shopping across both.

## Our Role ...

At Ann's Cottage Surf the existing EPoS solution was being retired by Microsoft. The system was struggling to cope with their busy warehouse, so they needed to select and implement a new Merchandise, Warehouse and EPoS Management system to support its prosperity and growth. They required a robust integration into their ecommerce to provide a true omni-channel experience to their customers.

Rod Barlow Consulting worked with the Anns Cottage senior management team providing the following services

- Business Analysis of the company requirements.
- Created a supplier brief document which outlined the organisational culture, MoSCoW requirements and future aspirations.
- Researched the extensive list of EPoS providers and selected a list of prospective suppliers to invite to tender.
- Reviewed the supplier responses to shortlist those who met the criterion of functionality, budget and cultural fit.
- Arranged software demonstrations from the suppliers to showcase functionality
- Collaborated with the team at Silvermere to review the shortlist and select a preferred supplier
- Negotiated the contract.

We continued to work with the team at Ann's Cottage and their chosen supplier to guide and support them through the project delivery process by working with their team to

- Plan time, cost, and resources adequately to estimate the work needed and to effectively manage risk during project execution.
- Guide the team at Anns Cottage to ensure that the project management plan's deliverables were executed accordingly. This phase involved, co-ordination and management of personnel, reviewing and procuring hardware, organising end user training, completion of user acceptance testing and creating business process documentation.
- Tracking invoices against the order to ensure the project was delivered within budget.
- Managed the change control process for additions to the original project scope.
- Managed and reviewed the risk log to keep focus on potential issues for go live.
- Provided pre live planning support to ensure the end users were well supported during their training and post live into 'business as usual'.