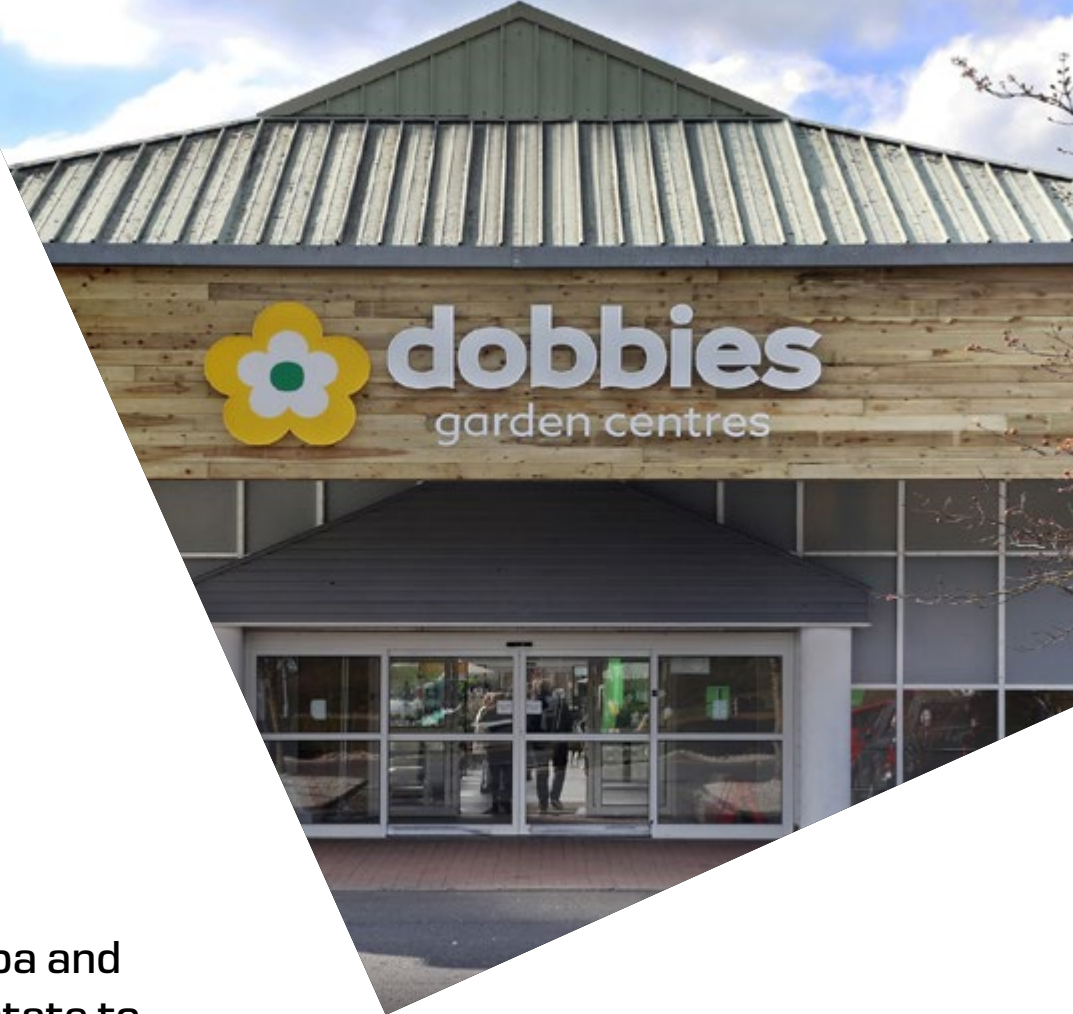


TOSHIBA



Dobbies

Dobbies strengthen partnership with Toshiba and migrate entire retail estate to flexible, reliable and secure TCx® 800 innovative POS platform.

As the UK's leading garden centre retailer and a company strategically growing through acquisition and new stores, when looking to upgrade their POS, Dobbies selected the high-performance Toshiba TCx 800 tills as the best fit for their retail operation, flexible and future-ready for retail.

It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination. A new turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling their national footprint. They are the UK's leading garden centre retailer with 74 centres nationwide. Dobbies is not your average garden centre; they exist to enrich people's lives and nurture connections between people, the community and the environment. Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.

"Toshiba handled the whole process as I've come to expect, with complete professionalism, flexibility and the willingness to deal with and solve any issues as they arise. We now have a high-performance platform that is ultra-reliable, faster and more secure, improving the throughput of customers in our stores."

– Campbell Irvine - Head of Infrastructure,
Dobbies



The large acquisition in 2019 prompted Dobbies to review their retail in-store POS technology to ensure that they had the capability to cope with the new demands of the business, and were future proofed for further growth. Campbell Irvine, Head of Infrastructure talked about the decision to refresh, "We had developed a partnership with Toshiba spanning over a decade and had successfully been trading with our legacy Toshiba tills over this period, but technology evolves to be faster with the latest functionality, and with our estate more than doubling we needed a POS platform that would improve the efficiency of our business."

Strength of a relationship

Dobbies reviewed a number of alternative products, but were most impressed by the Toshiba TCx 800 as the modern alternative for their stores. Ros Nyman, Toshiba Client Manager, commented on the choice, "We've been the chosen partner for all of Dobbies' POS requirements now for more than ten years, we understand how they operate and what the key drivers for the business are, with such a rapid growth by acquisition and migration to a new Windows 10 platform, we could recommend the Toshiba TCx 800 that would be a perfect fit for their retail operation."

Seamless transition

The first stores to benefit from the new technology were the 37 most recently acquired by Dobbies. Paul Clayton, Toshiba Technical Sales Specialist described the deployment approach, "We worked very closely with the Dobbies' team to get the image built, tested and scaled ready for the roll-out, ensuring that there would be a seamless integration into Dobbies' ERP system. We planned and managed the installations with minimal disruption to stores, providing team member training and ensuring that the retail teams were comfortable using the new tills."

With these stores up and running Dobbies were able to see immediate improvements for the business. Campbell commented on the upgrade, "Toshiba handled the whole process as I've come to expect, with complete professionalism, flexibility and the willingness to deal with and solve any issues as they arise. The premier knowledge and expertise of the teams led by Ray Parnell, gave us the reassurance of a smooth installation to meet our project plan and timescales. We now have a high-performance platform that is ultra-reliable, faster and more secure, improving the throughput of customers in our stores."

Lowering the cost of ownership

The feedback from Dobbies' team members was also incredibly positive, all pros and no cons, with ease of use and speed of processing time being highlighted as the major benefits of the new tills. But most significant was the reliability, Ros explained the importance to Dobbies, "Reliable hardware is vital for any retail operation, but it is especially key in sites where some of the tills are critical as they are stand-alone operations, for example in a café area. After a number of months of using the new tills, we were able to tailor a new service package for Dobbies, taking into consideration the high reliability factor, and helping them to save considerably on their annual maintenance costs."

Dobbies have continued to roll-out the TCx 800 across their estate, and with their ongoing plans for growth, will adopt the Toshiba technology for all additional sites in the future.

"Toshiba's willingness to work with us and "flex" as required, really does set them apart from other manufacturers, we see the key personnel as an extension of our own team. Our business now has a secure and scalable platform with exceptional performance and functionality, designed to meet the needs of our future objectives, and the essential reliability that will give us the lowest cost of ownership over the life of the product. We are very much looking forward to working with Toshiba on future projects and would always recommend them as a POS partner of choice."

– Campbell Irvine - Head of Infrastructure, Dobbies

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