

ART takes Tate Retail to new levels of efficiency

The Tate is a family of four galleries housing the UK's national collection of British Art, and International and Contemporary Art. It comprises Tate Britain in London, Tate Modern also in London, Tate Liverpool and Tate St. Ives, with Tate Retail running shops at the four sites, including multiple shops and a supply warehouse at each of the London sites.

>> Meeting individual shop needs

Tate Retail required a system that would cover all aspects of their operation, from standard till functions and stock control through to replenishment, purchasing and customer account management. They also required interfaces to other systems in the business.

It was essential that all the shops and the warehouses were connected, in order to share product, stock and sales information. The system also needed the capability to respond to the individual needs of each shop within their estate, as some shops are small with a low volume of sales, and others have a large number of tills and a wildly fluctuating level of sales, depending on which exhibitions are being staged. Some shops also required the use of a stock replenishment system for re-supply from a centrally held goods base, and a 'Suggested Purchases' system, based on recent sales, allowing an easy response to the sale of seasonal items. It was essential that all tills were able to sell items on account and apply discounts, based on Tate membership.

>> Testing the system

ART worked closely with the Tate team to ascertain their exact requirements, and then provided a detailed technical specification to ensure all aspects of the initial tender had been covered. An initial test system was created, with special amendments, and this was then subjected to user acceptance tests (UATs). It also enabled Tate trainers to learn the new system, before training Tate retail staff. When Tate was happy that the system was ready, it was rolled out to the stores site by site, starting with the smaller shops at St. Ives and Liverpool.

>> Total control

Tate Retail now has a totally reliable EPoS and supply chain system, which copes with their variable business demands extremely well. They are now very much in control of their stock situation and have a good understanding of their sales, stock, customer and staff activities at all times. Customer and stock information is also delivered automatically to their Publishing, Ticketing and Accounting systems, saving considerable manual effort and inaccuracies.

>> A new development

Just recently, ART has worked with Tate Retail and Neilsons to implement and integrate the Neilson's Bookdata system within the ART TraXs system, enabling data on books and publishers to be easily retrieved and purchase orders placed.

