

Peat's Wholesale

A world of electronics

A Dublin family business and one of the longest established names in electronics, Peat's Wholesale was started by Geoffrey and Isabel Peat in 1969 and is now run by their son Geoffrey Peat Junior (pictured right) and a staff of 23. "We supply consumer electronics and all electronic accessories into the high street — Hi-Fi, television and radio outlets, as well as all major departments and record stores — and we have a very busy trade counter," he explains. "We also have a reputation that we value for stocking every conceivable kind of electronics accessory and spare components."



Peat's Wholesale (www.peatswholesale.ie) currently has 800 customers on its books with about 450 very active accounts, principally retailers and trade installers. "But what really shows how much we need smart IT systems is the fact that we have over 35,000 stock lines on our books, with a good 16,000 of those active pretty well all the time."



There are 15 PCs hanging off a recently upgrade HP Proliant server, and the five sales reps also have laptops. Everyone has access to the stock and customer systems.

Exchequer steps up to the plate

The company is an Exchequer accounts user for just over four years and a very happy one, according to Geoffrey Peat. "Exchequer Software looks after us with regular upgrades and tailoring of the system to suit the business and any changes as they arise." He points to a variable pricing matrix as one of the administrative challenges to add to the huge range of goods. "We have volume and other negotiated discounts with our customers, all of which need to be accurately applied so that the customers are happy and we don't waste time on queries and alterations after the event."

But at the moment the key value of the Exchequer system is that it offers a clear path forward for some innovation the company is planning: "There are specific answers for our needs as a distribution company. In the warehouse, for example, picking orders for delivery is a big task. We are moving to hand-held devices and barcode scanning, which will add both speed and accuracy. We will be looking at a similar solution to proof of delivery, all aiming at cutting down the paper trail."

Peat's Wholesale is also looking to introduce web-based trading with its customers later this year. "These things are well proven in Exchequer systems elsewhere, so it's a straightforward progression because we know all the interfaces will work. That means we can introduce smart steps forward in our technology as and when it suits the business."

