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Mark Jeffery, Managing Director, Jeffery-West Stores.

Esperus and AURES
Jeffery-West
Various Stores across the UK

Esperus has installed its cloud based software in to the brand Jeffery-West - the shoemaker, to give a seamless shopping experience.


The wholesale and retail management solution named Genesis Real-Time (RT) is running on hardware from its partner AURES Technologies and is being used across the five Jeffery-West stores located in Northampton, Leeds, Manchester, London City and London Piccadilly.

Jeffery-West was already using an EPOS system but it was no longer supported and not being developed. "We needed something that could grow with us. Our existing system was purely retail but our business is both retail and wholesale and so we decided to look for a system that would work for the whole business."

Jeffery-West looked at available EPOS solutions and found they were all 'pure-play' retail. "It was difficult to find something that covered both bases until we discovered Esperus,

which could offer us retail and wholesale modules. This was a strong consideration in our decision."

Not only does the Esperus solution cover both parts of the Jeffery-West business but it also enables the company to plan its future. "We aim to have a full multichannel system to include a transactional eCommerce site with integrated stock management," says Mark Jeffery, Managing Director, Jeffery-West. "In the long-term, our goal is to bring our New York store into the system too."

"With our new Genesis EPOS RT system running on the Yunos, EPOS really is going to be the hub of our business, capturing data and driving many functions. We had EPOS before but this is a richer solution," Mark Jeffery concludes. 



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