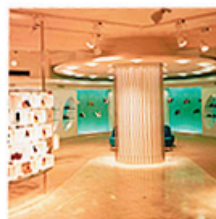


KURT GEIGER

Kurt Geiger is internationally recognised as Europe's leading luxury shoe retailer. The business operates through an extensive network of over 100 department store concessions including Harrods, Selfridges and House of Fraser as well as 14 standalone retail outlets.



Harrods

"Our initial requirement was to replace Showcase with a more powerful and flexible reporting tool. But we soon found that **mrc** would help us tackle a number of issues. With just a few days training we were able to replace existing reporting methods and change the company's expectations on access to data. For example, reports are now automatically e-mailed to Senior Managers each morning, instead of manually.

We also required an intranet for our retail outlets, and had explored options such as LANSA to develop the solution in-house. Of all the options available, **mrc** was more user-friendly and had an exceptionally short learning curve. We have now developed an

intranet with a store dashboard giving information on things like sales, targets, commission, top 10 stores, as well as a list of daily reports such as brand analysis and stock manifest. The intranet is used across the entire company. The great thing about **mrc** is that it's so easy to use. Our own developers are now able to program quickly in Java. Thanks to **mrc** being so intuitive and easy to use we were able to create new business applications from the very start.

The support and training we've received has also been excellent. We always get an immediate response. Having **mrc** on hand to help or give advice makes us feel we receive a very special service."

"It's great value for money."

Tom Lodge
IS Manager



Selfridges