

## Waterloo Bathrooms & Tiles



### Dublin based Waterloo chooses K8

One of the leading bathroom retailers in Ireland has chosen to use K8 business management software. Waterloo Bathrooms & Tiles was established 27 years ago and operates from a magnificent retail showroom in South County Dublin.



The company specialises in the supply and installation of high-end bathrooms for the domestic and commercial markets and, according to sales director Mark Doherty, the company's excellent customer service and attention to detail are key factors in the success of the business. "Our success has led to sustained growth, particularly from prestigious commercial projects, and this has driven us to replace our basic software package to a more advanced system that could handle logistics effectively and efficiently," he said.

Mark is very sales focused and wanted a system that would make life as simple as possible for his team so they could concentrate on selling rather than on administration. "Initially we looked at upgrading our existing package," he explained, "but it was clear that we needed to put a fully integrated system in place that focused on selling and logistics, rather than an accountancy package with those functions just bolted on." Mark, who joined the company two years ago, was very aware of K8 software and its advanced capabilities and knew it would be the right choice for Waterloo.

Key benefits for Mark and his team will include the ability to process proper back to back purchase orders and the sophisticated document management functionality within the system as it processes delivery notes and pick notes etc. "K8 will also give us full, live visibility of our sales performance and the stock we hold," he said.

// Using our existing system, my team can only spend 40 or 50% of their time on selling – the rest of their time is spent on administration, I'm confident that once we are using K8, we can increase selling time to at least 80%.

- Mark Doherty, Sales Director, [Waterloo](#)

# Waterloo Bathrooms & Tiles



// Initially we looked at upgrading our existing package, but it was clear that we needed to put a fully integrated system in place that focused on selling and logistics, rather than an accountancy package with those functions just bolted on.

- Mark Doherty, Sales Director, [Waterloo](#)

K8 is used widely by merchants, wholesalers and retailers across Ireland and the UK. It's a fully integrated trading and business management system that combines sales order processing, purchasing, finance, stock control, CRM, E-Commerce and business intelligence. Waterloo has opted to use SaaS (Software as a Service) to access its version of K8. The software sits on the K-Cloud and will be accessed by Waterloo's users over the Internet. A key benefit of SaaS for small or medium sized companies, with no in-house IT expertise, is how the software provider handles all system maintenance remotely and there is no need for servers on the business premises.

"Using our existing system, my team can only spend 40 or 50% of their time on selling – the rest of their time is spent on administration," said Mark. "I'm confident that once we are using K8, we can increase selling time to at least 80%."



## About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 40 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

## Contact KCS

Ireland +353 (0)1 469 3375

UK +44 (0) 1488 662 000

[K8info@kerridgecs.com](mailto:K8info@kerridgecs.com)

[www.kerridgecs.ie](http://www.kerridgecs.ie)