



# MEADOWS FARMS NURSERIES CASE STUDY

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– Meadows Farms



## THE CUSTOMER

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Meadows Farms Nurseries is serious about customer service. As one of the largest independently owned garden centers in the United States, Meadows Farms has 19 retail locations surrounding the Washington, DC area. This family owned and operated nursery business was first established in 1960 by Bill “The Farmer” Meadows and his wife Betty as a response to the region’s lack of supply of well-priced and well-grown produce. The business grew steadily as local gardeners and produce-lovers came to recognize Meadows Farms as the go-to local grower’s resource. Today, Jay Meadows leads the organization with a strong focus on making the customer experience as pleasant as possible, from hiring knowledgeable staff to answer customer questions to making sure that the checkout process is as efficient as can be.

That’s one of the reasons Meadows Farms chose NCR Counterpoint and their implementation partner, Accelerando.

**Before NCR Counterpoint, Meadows employees would stand outside the retail locations and hand write order tickets for items that were too bulky to take inside to the registers. In addition, the organization spent a lot of time using intuition and counting items by hand to anticipate demand and get the right products in at the right time.**

For example, they “used to use handwritten tickets that relied on the cashier to try and read a handwritten ticket, which is not very easy.”



**“Most of our sales are rung online and in the event that we do lose connectivity for some reason, we now have the ability to be offline and replicate those sales later.”**

**- Brian Harting,  
Marketing Assistant,  
Meadows Farms**

## **THE SOLUTION**

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With the implementation of NCR Counterpoint, Meadows Farms now has the framework in place to track inventory across all locations and have more granular data upon which to base buying and promotional pricing decisions. They can also see when one location is running low on particular items and if another location has those items in stock.

**“It’s helped us better manage our inventory because now we can track our sales by item, we can track all of our waste, and it’s made us better buyers as a result”**

**- Brian Harting,  
Marketing Assistant, Meadows Farms**

Counterpoint has also helped with their sales process: “Counterpoint has very much helped us streamline our checkout process... now everything is done by a handheld device and the computer itself. All the prices are right there computerized thanks to Counterpoint. Very streamlined.”

## **THE SOLUTION BENEFITS**

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Meadows now has the ability to do physical count in online or offline mode. “Most of our sales are rung online and in the event that we do lose connectivity for some reason, we now have the ability to be offline and replicate those sales later.” These features would not be possible in a system at this level of investment without commitment from the developers of NCR Counterpoint to the flexibility and extensibility of the product!

Meadows Farms is also excited about the possibilities for creating deeper connections with its customers using NCR Counterpoint’s built-in loyalty program, extremely configurable promotional pricing, and comprehensive reporting on sales and customer activity. In addition, Meadows Farms is using NCR’s Customer Connect retail application, which is able to use Meadows’ actual Counterpoint data to segment and personalize marketing and customer service emails to the organization’s customers.

As an active nursery business with 19 locations in Virginia, Maryland, and West Virginia, all with various challenges in internet connectivity, it was important to Meadows to have high availability for its NCR Counterpoint application. That is why Accelerando deployed Meadows Farms' Counterpoint architecture in a WAN/Multi-Site hybrid mode. Doing so gave Meadows Farms the ability to run on a hosted "cloud" architecture most of the time, with the benefits of real-time data transfer and the ability to use low-cost thin-client hardware. However, when internet connectivity is compromised, Meadows Farms locations can switch to local mode and continue assisting customers without loss of functionality.

**Meadows admits that "NCR Counterpoint has more reports and tools than the team has had the chance to master."**

They look forward to continuing to find ways that Counterpoint can help increase their efficiency and, in turn, their bottom-line.

## WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Ga., with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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