



# CINESTORE

Camera Consumables Store

**Website:** [www.cinestore.co.uk](http://www.cinestore.co.uk)

**Location:** United Kingdom

**Integrations:** Amazon Marketplace , Stripe , DEAR API , Square , DEAR POS , Xero , DEAR B2B Portal

CINESTORE LISTED EVERY CHALLENGE  
IN A CHECKLIST AND FOUND  
INVENTORY MANAGEMENT WHICH  
KNOCKED OUT EVERY BOX



## THEIR STORY

Cinestore began only a few years ago in the UK. After witnessing many of the challenges of the UK film industry from influencers in the field, owner Liam Elder saw an opportunity to combine function and innovation in a wonderful way. He made imperative relationships and built a long list of in-demand products. These include small yet common products, like hook loops, stationary, batteries, weather protection, adhesive tapes, cleaning supplies, and many other consumables. But his business also encompassed photography gear, gaffer tape holders, gloves, belts, clapper boards, and much more.

Liam Elder wanted to provide assistance in the practicality of filming. Creative has a hard time coming to life when masters don't have the tools they need.

It was this approach that helped turn Cinestore into a major UK film industry player. But Elder and his team had some draw-



backs internally, most notably their lack of scalability and a feature-less system to manage inventory.

We asked Liam Elder, Cinestore owner, a few questions, and we were completely impressed with how he and his team have made DEAR their own. We are fully behind the scale of the product and what it is capable of, yet few companies managed to harness it to such a grand degree as Elder has.



## KEY CHALLENGES

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- Upgrading out of a platform **built into the accounting software**.
- **Remain on budget** yet scalable.
- **Integrating a new platform** with current Amazon and e-commerce.

## KEY SOLUTIONS

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- **The integration of automatic stock reordering** to complement the company's habit of low active stock counts.
- **The ability to easily import all the details** of new SKUs and effectively keep on top of them.
- **Automated features** added to reduce time spent trawling through spreadsheets and reports.

## KEY RESULTS

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- **A greater grasp of the inventory** to take control of the business.
- **Reduce lead times.**
- **Seamless integration with the e-commerce website**, Amazon store and accounting software





## THE CHALLENGES

*“As a new and small business we needed a software that worked to our budgets when we initially set it up but offers us to grow.”*

The first pressing concern was Cinestore’s asset-up prior to integrating DEAR. “The previous software we used for inventory management was built into our accounting software and was far too simple and featureless.”

This would be remedied with DEAR, but it was an issue that weighed heavily on Elder and his team. “As a new and small business we needed a software that worked to our budgets when we initially set it up but offers us to grow in the future adding on users etc without having to move platforms.”

This scalability would remain a key challenge for Cinestore. Things were going off

the rails. The team’s lack of control held them back and frustrated staff.

Fortunately, a number of extensive solutions came into play. The team utilized a variety of tools and modules to get the results they needed to finally.





## THE SOLUTIONS

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*“The Reorder feature is one that we use all the time.”*

The solutions couldn't begin until DEAR was properly integrated. Fortunately for Elder and his team, this seemed to be a breeze. *“The initial setup of dear was very straight forward. There was a clear guide for each part/feature of DEAR explaining what the requirements were, however DEAR is intuitive enough that a lot of the setup details and steps are fairly obvious and simple to do.”*

While many small businesses worry about importing data, the process was incredibly simple for Elder. *“Import of data was quick and simple with the CSV file upload feature. Any failures in uploads, the DEAR platform highlights in an easy to understand explanation of what is failing so you can fix it.”*

Support was also available, and used periodically. *“We have used DEARs support platforms several times. The online guides and forums do come in useful. The guides are laid very well so that when you do have a question or trying to learn a new part of DEAR you or a member of staff do not need to read through pages and pages of material to get your head around it.”*





## THE SOLUTIONS

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“In addition to this there is some great video content explaining the main parts of DEAR. Over and above this the DEAR support team is always quick to respond with help.”

Not everything was perfect. Elder did note that the team is still trying a few workarounds. “However using the support forums and/or support I have resolved it quick enough.”

In closing the installation, Elder’s experience set a fantastic tone moving forward. “The initial setup took us a couple of days which was less than what we expected. The setup, with the numerous things you need to do, was relatively painless.”

But now that the system was in place, Elder and the company could take advantage of some key features. We asked which ones became solutions for the company. Not only did Elder explain his most helpful

DEAR features, but accounted for why they helped and to what degree. “The Reorder feature is one that we use all the time. Being able to quickly put together an order to a supplier and send it to them all within the same window saves us loads of time.” The company understands how to work with stock, and they adapted their current strategy to DEAR. “We keep our stock levels as low as possible so it means we are constantly reordering. This feature makes the task low maintenance and saves us loads of time.”

But reordering only scratched the surface. Cinestore benefited from a whole arsenal of features. “The module we mostly use is the POS system. We do not require a large complex POS system and simply only need one for the occasional sale. The DEAR POS offers everything we need with room to grow in the future. It is simple to setup, simple to use and has the advanced features there should we require them in the future.” And real-time insights? We don’t currently use the insights too much however it is helping us monitor the growth on one of our channels that we are currently focussing on.

“Being able to quickly see the figures of where our sales are coming from is very useful and encouraging.” Fascinating, the company knows they can reach even further. “There are several features of restocking and other inventory management tools that DEAR offers however we



## THE SOLUTIONS

do not currently utilise. This is down to our own restrictions but knowing DEAR is capable of them in the future once we are busier is very reassuring."

We were very intrigued by Cinestore's scalability after integrating DEAR. It is a prized feature of the platform, and one that will likely take small businesses to the next level. Elder was transfixed with the new ceiling of scale. He explained, "As our business has grown we have accumulated a growing number of SKUs. DEAR has enabled us to easily import all the details of new SKUs and effectively keep on top of them." Elder continues, stating how quickly ordering stock from the supplier with the auto-population of price & quantity is a substantial time-saver. "We see many other areas the DEAR can help us save time in and we plan to utilise these in the future. Features like the warehouse management locations, this will make picking orders so much faster for us, especially when we have large and time critical orders."

This critical period is a key component for the business, and it is not to be taken lightly. Elder agrees. "A lot of our orders happen in quite a time critical way, so being able to quickly and simply add products to a PO then sending it to the supplier only taking a couple of minutes with all the correct details is an extremely useful tool. We can spend more time on the part of dealing with our customers concerns rather than our own logistical ones...this helps us grow our business."





## THE RESULTS

The results were astounding. “DEAR offered us a solution that does almost everything we require with the option to utilize and grow using some of their more advanced features. We now have a great grasp of our inventory... It has allowed us to reduce our lead times, put away times, invoicing times etc.

“It really has helped us take control of the business.”

There is no doubt that scalability was a massive concern for the company. Elder admitted this to us in our questioning. “Now we have DEAR and looking back on the system we previously were using there is no way we could be carrying out as much business as we are currently doing.

DEAR will reward you with the time you put in. Elder echoed this sentiment. “We have found the more you put into DEAR and use their features the more time can

be saved and accuracy improved in what we are doing.

And it all results in time saved. According to Elder, “DEAR integrates into our other platforms such as our e-commerce website, our Amazon store and our accounting software. With the automation of sharing the data between all these areas we save heaps of time.” This time has become essential. “The whole idea of a power inventory platform is to free up your time and reduce mistakes and we find that DEAR is able to deliver on this. Instead of spending numerous hours trawling through spreadsheets and reports DEAR helps us quickly deal with a task, complete it and let us focus on dealing with our customers and growing our business.”





## THE RESULTS

We could not sum it up any better. Elder and his team managed to infuse the myriad number of DEAR features to their immense benefit. It gave them the time they needed to grow the business, reducing mistakes, streamlining their workflow, and avoiding countless hours reviewing cumbersome spreadsheets.

Elder gives assurance to any company contemplating new inventory management. The way he and his team are tackling their interconnected challenges is nothing short of inspiring. He has used features in ways we could only hope for from every DEAR user. When we ran into a problem he harnessed the support and when he saw potential in a funnel i.e. Amazon, e-commerce, accounting he integrated it in the system. Elder used every piece of the kit to prosper.







## IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

Leverage the power of multi-module DEAR Inventory Management software to take your business to the next level. We keep the moving parts of your business all in one location, while automating time consuming tasks, whether you are in retail, wholesale, or manufacturing.

Visit [www.dearsystems.com](http://www.dearsystems.com) to begin a 14-day Free Trial.