



Microsoft
Business
Solutions

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FOR TODAY'S INDEPENDENT RETAILER,

success depends on more

THAN JUST THE RIGHT STORE LOCATION

www.microsoft.com/uk/mbsrms

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Microsoft Business Solutions
Retail Management
System



Keep your competitive edge
and increase your profitability

As an independent retailer, you'll know how important it is to provide your customers with exemplary service while maintaining tight control over your business processes.

It's the only way to maintain your competitive edge to retain – and grow – your market share.

Microsoft Business Solutions Retail Management System offers you affordable, flexible easy-to-use solutions that can integrate with and adapt to your specific retail needs.

With Store Operations and HeadQuarters, you'll have the point-of-sale and retail management tools that will enhance your business performance, help you develop long-lasting customer relationships and keep pace with all of your competitors, no matter what their size.

This brochure contains two sections. The first covers the features and benefits of both Store Operations and HeadQuarters. Section two contains the full technical specifications.

Two solutions with one objective – to make your business better

It's well understood that computerisation can bring time and cost-savings, no matter what your business. The benefits multiply when you use tools designed with your specific needs and objectives in mind. Microsoft Retail Management System is made up of two compatible solutions, Store Operations and HeadQuarters. Together they can help you build a better business, one that's more efficient and more profitable.

Store Operations

Store Operations is a complete point-of-sale and retail management solution for individual stores. It often runs as a stand-alone application, but can expand easily to service multi-store operations. Use it to:

- Track and expedite point-of-sale business processes
- Streamline business operations, including inventory, supplier management and point-of-sale processes
- Save time and money by integrating credit and debit card transactions at the point of sale
- Make informed decisions with accurate data and powerful reporting tools
- Consolidate financial data through integration with QuickBooks, Peachtree, Microsoft Business Solutions–Great Plains®, Microsoft Business Solutions–Axapta®, Microsoft Business Solutions–Navision® and other financial applications

HeadQuarters

HeadQuarters allows managers at the head office of a small multi-store business or chain to gather data from all stores to gain a complete view of the business. Use it to:

- Gather detailed sales and inventory data from multiple Store Operations installations
- Manage prices, purchasing and inventory chain-wide, by region or store
- Set and monitor policies and procedures for each and every store
- View, analyse and share information across your entire business
- Consolidate financial data through integration with QuickBooks, Peachtree, Microsoft Business Solutions–Great Plains®, Microsoft Business Solutions–Axapta®, Microsoft Business Solutions–Navision® and other financial applications

Your top priority: taking care of your customers

Offer superior customer service

Your customers make your business what it is, and any investment which makes them happier will pay you long-term dividends.

Microsoft's Retail Management System holds the information you need to understand your individual customers better. You'll be able to see what they buy and when they buy it. Once you know that, you'll be able to target them with relevant and timely promotions and increase their value to you. You'll be able to respond more quickly to their individual needs, offering a personalised service that can turn a one-off purchase into a lasting and profitable relationship.

A major benefit of Microsoft Retail Management System is its ease of use: it doesn't require costly IT staff to set up and maintain and you can tailor it to suit the way you work. You'll be up and running in no time.

The software includes built-in wizards to help managers and staff learn point-of-sale procedures in a matter of minutes. You can customise fields to help track the information you want to see about your customers, your stock and your suppliers.

Know your suppliers better

The system will also give you visibility into the histories of your suppliers, you'll be able to see who consistently offers you the best service and the most competitive prices.

Streamlined point-of-sale processes

Avoid bottlenecks at the till by handling customer queries instantly. With the Retail Management System, your staff will be able to check price enquiries, stock availability and location instantly, without having to leave their till. They'll also be able to:

- Access customer information
- Handle multiple tenders and partial payments
- Clock in and clock out with the Retail Management System time clock capabilities
- Create and process: Returns, back orders, sales quotes, work orders, reserved items, etc



Achieve totally efficient stock management

When considering the purchase of any office management system, you need to be certain it's going to help solve the problems you have and not create new ones. Effective stock management is a constant challenge, with the most immediate impact if it's not under control. Microsoft Retail Management System recognises this and provides all the tools to help you achieve totally efficient stock management.

Say goodbye to manual stock counts

As the system is capable of tracking items throughout their journey through your business, from the moment you order them from the supplier to the moment they're sold, there's no need for time-consuming manual stock counts.

Compatible inventory types include standard, serialised, kit, assembly, matrix, lot matrix, voucher, non-inventory and weighed. You can even mark items as inactive so they don't clutter up your active reports.

Once data has been entered into the system, it can be accessed at every point, so there's no need to re-enter it. This will free up your staff to concentrate on more important tasks.

Advanced security

The system will also help you reduce instances of shrinkage, false returns, credit card fraud and unauthorised discounts. And, your sensitive information will only be available to the staff you want to see it.

SCREEN SHOT



CASE STUDY | DINNY HALL

Dinny Hall, an acclaimed jewellery designer and retailer based in Central London has used Retail Management System to help her ambitious expansion plans. The company now has three stores, including the flagship store in Notting Hill Gate, and the business has gained some important new efficiencies.

Managing inventory, processing orders and analysing sales used to be time consuming, manual processes. Now they are all automated and the company has real-time visibility in many of its key business areas. They have expanded their customer loyalty programme and can now optimise inventory levels for seasonal sales.

Alison Bearhop, Joint Director, comments "We have been amazed at the massive efficiencies Microsoft RMS has afforded us. It has made it all real time, all the time and also has enabled us to make our sales process smarter, whatever the season."

Access to all the management information you need

Running a business is about making decisions, often in a matter of moments. The better informed those decisions, the more effective they will be. Microsoft Retail Management System lets you generate daily sales reports and journals broken down in any way you choose. If you want to know how a particular item is selling, or how profitable it is, the information is in front of you instantly. If you want to monitor your cashier shifts quickly and accurately, you can do that too.

And, with this visibility into business information you'll know when to get in more staff and when you'll need to cut back.

SCREEN SHOT

Make fast, informed decisions

Having the up-to-date information you need is key to making the right decision. With Retail Management System, you can:

- Access and analyse data across your entire business
- Identify sales trends by department and category
- Evaluate operations
- Track results from sales and advertising campaigns
- Monitor business policies

Once Retail Management System has generated your business data it can easily be exported into programs such as Microsoft® Excel for further analysis.



CASE STUDY | PREY

PREY is a new designer fashion and luxury goods retailer based in Bath. With a diverse and changing inventory, PREY relies on a complex global supply chain. It is therefore essential that the sales process is fully integrated with inventory management, back-end ordering and financial applications.

With Microsoft RMS, PREY has been able to optimise its stock levels and tailor its pricing and promotions to meet customer demand.

Geraldine Ganglier, Managing Director of PREY, said "We began using Microsoft RMS soon after we launched our first store. With our inventory, it's important that we know what is selling when, why and to whom. Microsoft RMS has made that all possible and linked our key processes together. It's rare that a new technology can prove itself so quickly and become a trusted, day-to-day part of our business."

Increase sales, reduce costs

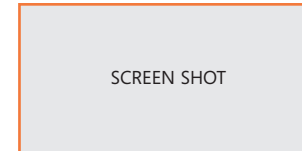
Better decisions; better stock control; more and better information. It all adds up to lower costs, more effective processes and increased sales.

Microsoft develops compatible technology that grows with your business to maximise your investment. Retail Management System is designed to work on low-cost PCs; to get started all you need is a Microsoft® Windows®-based computing device with Microsoft® Windows® XP or later.

And, when your business is ready to expand, Microsoft Retail Management System will expand with you. You can keep the same software and systems and merely add new customers, stores and products as required.

Easy to set up, simple to use

Microsoft Retail Management System integrates with and supports point-of-sales devices, including receipt printers, cash drawers, bar code scanners and hand-held scanners. It also works with Microsoft Notebook and Tablet PCs as well as various PDA, mobile and wireless devices.



All with the support of Microsoft

When you install Microsoft Retail Management System, you can be sure it is just the beginning of a long-lasting relationship with us. Microsoft Business Solutions is a family of connected applications and services for small and mid-sized businesses, with years of experience delivering top-quality business applications and services.

Your Microsoft Certified Solutions partner will be available to offer you support when you need it and help you gain the maximum benefit from your system.



CASE STUDY | STEWARTS GARDENLANDS

Gardening may be one of the oldest retail niches, but it changes daily. Faced with the complexities of managing 5 stores, each carrying 45,000 different lines, Managing Director, Martin Stewart, decided to install Microsoft RMS. Each store runs Store Operations and the data is sent each hour to HeadQuarters, the corporate-level management solution.

Nowadays, overstocking is a problem of the past – every store manager knows exactly what stock they have, in real time. “Microsoft Retail Management System was absolutely and totally worth the money. Its better visibility lets us

keep £150,000–200,000 less in stock,” says Stewart. With RMS, staff can give customers instant price checks, check stock levels and do purchasing from the shop floor.

Thanks to RMS, it’s now possible for staff customers to buy plants that were delivered to the store only ten minutes before. And, as RMS integrates with Microsoft’s other applications, Stewart and his managers are able to analyse all the data with Excel.

Overall, Stewart is delighted. As he says, “I cannot think of one aspect of stock control where Microsoft Retail Management System has a gap.”

Retail Management System – Technical Overview

Store Operations Feature Summary

Microsoft Business Solutions Retail Management System offers the independent retailer affordable, flexible, easy-to-use solutions designed to help maintain a tight control over business processes and provide customers with the best possible service.

There follows a technical overview of Store Operations, the complete point-of-sale and retail management solution for individual stores. For a complete feature list, you can download the Technical Brochure from www.microsoft.com/uk/XXXXXXX



Supported hardware

- Any PC running Microsoft® Windows® XP or later
- Support for popular OPOS printers, scanners, scales, line displays and cash drawers
- Support for Windows printers, keyboard wedge mag card readers and PC/PS-2 keyboards
- MORE...

Point-of-sale capabilities

- Customisable, resizable transaction screen
- Graphical user interface
- Customisable pos buttons for web-based application shortcuts
- Electronic receipt on net display
- Online access to the Internet
- View and print journals from any register
- MORE...

Internet applications

- Retrieve and process orders for virtual storefronts
- Net display channel (broadcast pre-selected websites, web pages and ads)
- E-receipts
- FedEx and UPS shipping and tracking via the Internet
- MORE...

Inventory types

- Standard
- Service
- Tag along
- Parent/child
- Voucher (gift card/gift certificate)
- MORE...

Inventory control and tracking

- Track and manage all inventory types
- Organise and modify assembly, matrix and lot matrix items using easy-to-use spreadsheets
- Automatically calculate inventory replenishment based on restock level or quantity sold
- Generate purchase orders
- Receive shipment
- MORE...

Advanced security options

- Built-in security system for both manager and POS programs
- Assign log-on password

- Grant or deny cashier permissions to:
 - Enter opening or closing accounts
 - Change price at POS
 - Change tax amount at POS
 - Allow generation of X reports
- MORE...

Pricing, sales and promotions

- Set up 'mix and match' pricing structure
- 'Buy X, get Y' discount capability
- Discount from retail
- Mark up from cost
- Set profit margin
- Set percent of discount
- Put items on sale/promotion
- MORE...

Customisable active reports

- Sort and group report data directly on print preview screen
- Access detailed database information directly from report preview
- Quickly drill down from summary reports to more detailed reports
- Memorise report settings
- MORE...

Customer management and marketing

Employee management

Interface with other accounting software

- Microsoft® Business Solutions–Axapta® Edition
- Microsoft® Business Solutions–Great Plains® Edition
- Microsoft® Business Solutions–Navision® Edition
- Microsoft® Business Solutions–Solomon Edition
- Peachtree Accounting for Windows
- QuickBooks for Windows



WANT TO find out more?

To find out more on how Microsoft Retail Management System can bring efficiency and productivity to your company, please contact your Microsoft Business Solutions Partner or visit: www.microsoft.com/uk/mbsrms