

Microsoft[®]
Business
Solutions



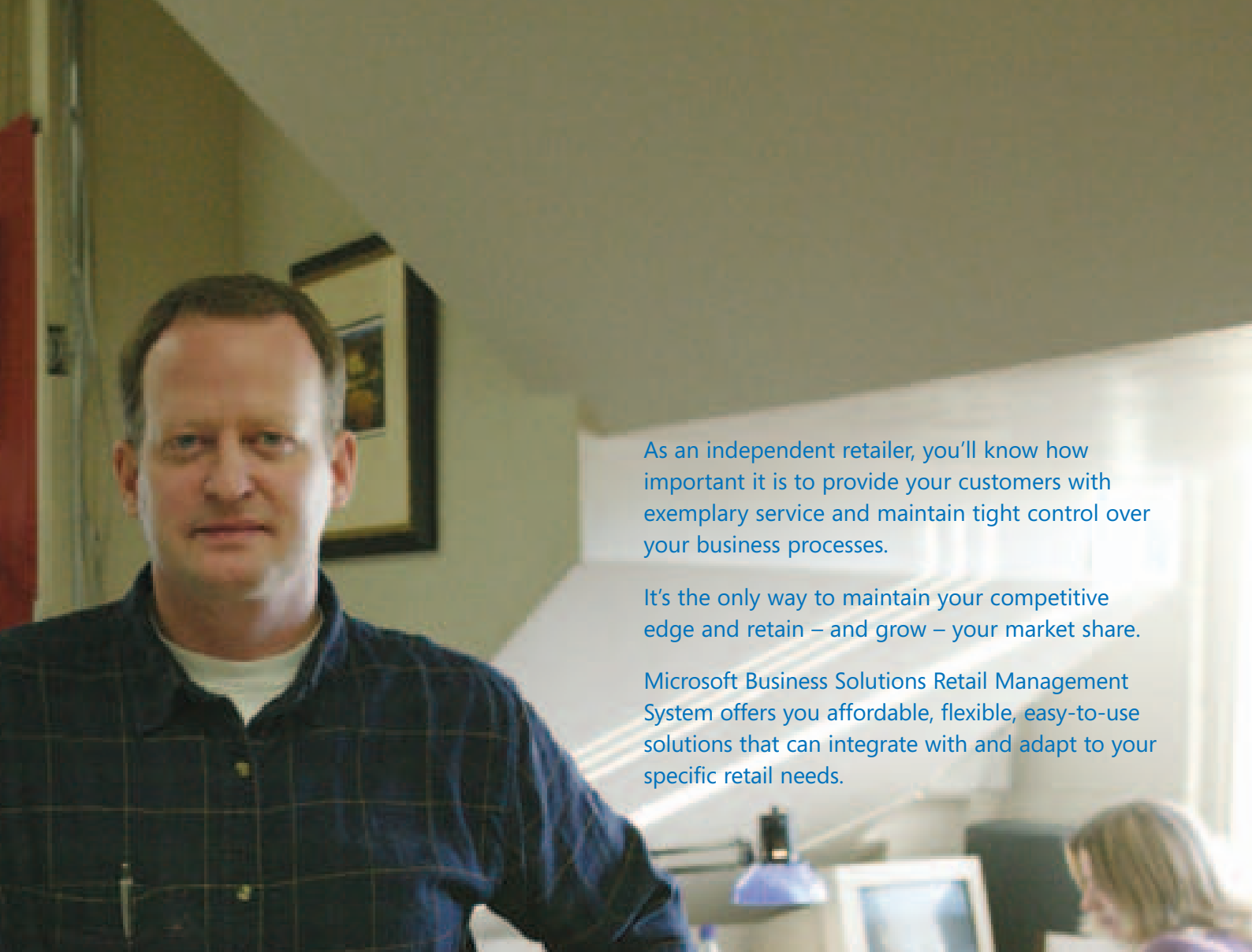
Microsoft[®]
Business
Solutions

FOR TODAY'S INDEPENDENT RETAILER,

success depends on more

THAN JUST THE RIGHT STORE LOCATION

Microsoft Business Solutions
Retail Management
System



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

It's the only way to maintain your competitive edge and 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.

Keep your competitive edge and increase your profitability

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.

Two solutions with one objective – to make your business better

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 and often runs as a stand-alone application. It enables you 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
- Expands easily to multi-store operations
- Can be customised to integrate with QuickBooks, Peachtree, Microsoft Great Plains® 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 their stores so they can have a complete view of the business.

- 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
- Can be customised to integrate with QuickBooks, Peachtree, Microsoft Great Plains and other financial applications



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."

Easy to set up, simple to use

When considering the purchase of any office management system, you need to be certain it’s going to help solve the problems you currently have, and not create any new ones.

The first benefit of Microsoft Retail Management System is it is easy and quick to set up and can be tailored 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 on your customers, your stock and your suppliers.

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 enable your staff to concentrate on more important tasks.

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.

Streamlined point-of-sale processes

With the Retail Management System, your staff will be able to check prices, availability and stock location instantly, without having to leave their screen. They’ll also be able to:

- Access customer information
- Handle multiple tenders and partial payments at the till
- Create and process
 - Returns
 - Back orders
 - Sales quotes
 - Work orders
 - Lay-bys
- Clock in and clock out with the Retail Management System time clock capabilities

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.

Improve your productivity and business performance

You can also use the system to 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 all there in a matter of moments. If you want to monitor your cashier shifts quickly and accurately, you can do that too.

And of course, you’ll know when you’re going to need more staff and when you’ll need to cut back.

Make fast, informed decisions

Having the up-to-date information you need is key to making the right decision. With Retail Manangement Sytem, 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 you have the data you can easily export it into Microsoft Excel for further analysis.

Offer superior customer service

You’ll be able to respond more quickly to the needs of your customers, offering a level of service that can turn a one-off purchase into a lasting and profitable relationship.

With the information in the system, you’ll be able to get to know all of your 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.

Know your suppliers better

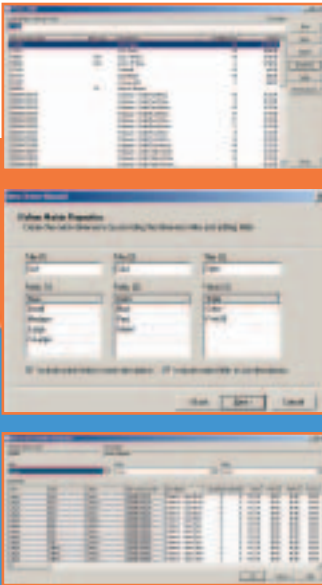
The system will also give you visibility into the histories of your suppliers, you’ll be able to see who consistently offers you the best service and the best prices.

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 Sanglier, 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.”



Compatible technology that grows with your business

Microsoft Retail Management System is designed to work on low-cost PCs; after all, many small retailers have little need for technology. All you need is a Windows-based computing device with Microsoft® Windows® 98 or later.

The system is compatible with Microsoft® Windows® 98SE, Windows® Millennium Edition, Microsoft® Windows NT® 4.0 with Service Pack 5, Windows® 2000 and Windows® XP.

It integrates with and supports point-of-sales devices through support of OPOS (OLE for POS) standard, 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.

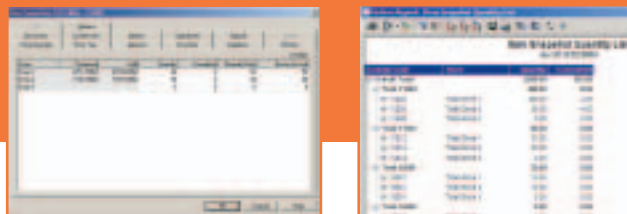
And when your business is ready to expand, Microsoft Retail Management System will expand with you. You keep the same software and systems and merely add new customers, stores and products as required.

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.

Our Microsoft Certified Solutions partners 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 c.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."

WANT TO find out more?

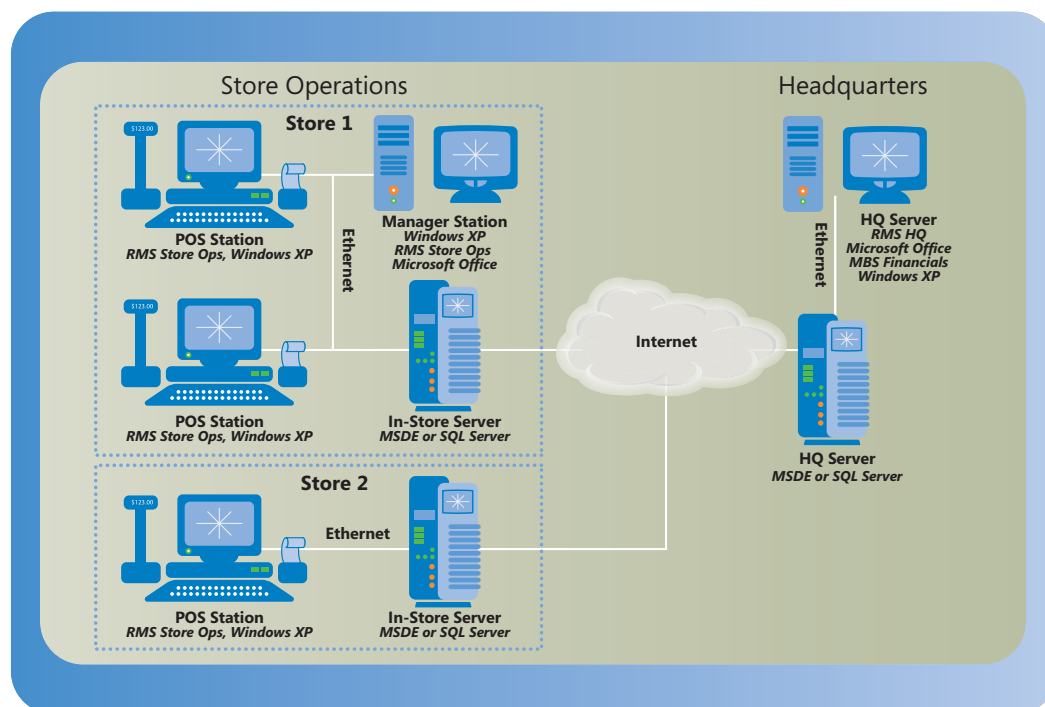
To find out more on how Microsoft Retail Management System can bring efficiency and productivity to your company, please contact your Microsoft Business Solutions Partner or visit www.microsoft.com/uk/mbsrms

RETAIL MANAGEMENT SYSTEM

Headquarters

FEATURE SUMMARY

Microsoft® Business Solutions Retail Management System Headquarters helps you compete more efficiently and reach greater profitability. Designed to provide head-office managers of small, multi-store businesses or chains a complete view of their business, Headquarters provides flexible tools to help you easily roll up and manage the data for all stores from one primary location.



A typical deployment of Retail Management System in a two-store scenario—one store with multiple lanes. A local area network (LAN) connects Store Operations installations across checkout lanes or POS stations within the store, and an Internet connection connects the stores to a head office running Headquarters.

Inventory Control and Tracking

Microsoft Retail Management System Headquarters controls and tracks inventory at each store and for your entire chain of stores, helping you know what's selling and what isn't selling. You'll be able to increase your inventory turns while keeping inventory at an optimal level and purchasing from the lowest-cost suppliers. With it, you'll have the ability to:

- Track detailed information on quantity in stock, reorder points, and restock levels for each item at each store.
- Invoke automatic inventory replenishment at the home office, and for any set of stores.
- Set up a master inventory database and download it to any group of stores. Information on item types, departments, categories, suppliers, substitutes, aliases, parent relationships, and more can be replicated to stores for consistent stock identification.
- Program sales tax individually by store per local regulations.
- Promote inventory balancing by managing stock transfers among stores. An inventory transfer log tracks stock movement.
- Designate selected stores as warehouses where inventory can be received and redistributed.
- Perform inter-store quantity checks so you can determine the inventory levels at all stores. Whenever stores upload their information, the quantities in Headquarters are automatically updated.

Purchase Orders:
Centrally manage POs for multiple stores based on inventory need and have orders distributed centrally or locally.

Purchase Orders

With the Purchase Order feature in Headquarters, you can reduce your cost of doing business by better managing your supplier relationships. It helps you in identifying what must be purchased, recording all purchases, and printing purchase orders (POs) for all your stores. You can also:

- Generate POs for selected items by quantity sold during a certain period of time to quickly replenish the items that have been sold during that span.
- Generate POs for selected items when they fall below reorder points. Use the Min/Max inventory capabilities to easily create an order that brings your stock to an optimal level for your business.
- Perform inter-store inventory transfers from the warehouse store.
- Send the POs to each store for individual receiving, or send a combined PO to one location (such as a warehouse) for central receiving and later disbursement.

Pricing, Sales, and Promotions

With Headquarters, the head office can have centralized control over item prices chain-wide, by region or for each store.

- Put selected items on sale at specific stores or across the chain of stores.
- Set up special pricing for items, categories, or departments, and then broadcast as desired.
- Program price changes to take effect immediately or during a specified time period.

Sales Tracking

Headquarters maintains highly detailed data from every transaction across the chain, providing you a top down view of what's selling and where. These include:

- Keeping detailed information on invoice number; items sold; as-sold prices; tax collected; customer, cashier, and sales rep IDs; and applicable serial number or matrix information.
- Maintaining detailed sales and profit analysis, sales commissions, and tax reports. All are easily generated.
- Tracking special transactions from each store including Work Orders, Back Orders, Layaways, and Quotes.
- Compiling comprehensive data collection, which supports data warehousing and OLAP.

Customer Management and Marketing

Headquarters can keep a complete profile of every customer who ever bought from any of your stores, enabling you to provide superior customer service while learning your customer's habits. With the information you collect, you'll be able to create more targeted and cost-effective marketing campaigns.

- Track demographics, preferences, purchase or problem history, account balance, and credit information.
- Keep chain-wide buying habits, shopping frequency, and purchase amounts readily available at the head office.
- Take advantage of Headquarters customer data to help you create thorough and accurate database marketing and relationship selling to targeted customers. This data can be exported to sophisticated CRM and ERP applications.
- Keep detailed account receivable data for each customer, and allow your customers to make on-account purchases and payments at any store in the chain of stores.
- Send consolidated monthly statements to your on-account customers that contain transactions and payments from across your chain of stores.

Date	Store	Transaction #	Reference #	Item Lookup Code	Description	Price	Quantity
8/12/2004	Store 2	84	11200		R/C Glider	\$149.99	1
8/12/2004	Store 2	84	15110		Basketball	\$9.99	1
7/16/2002	Store 1	57	25000-010101		Pajamas - Small Rec	\$12.99	1
7/11/2002	Store 1	44	25000-030401		Pajamas - Large Yel	\$12.99	1
7/11/2002	Store 1	44	25000-030303		Pajamas - Large Pin	\$12.99	1
7/1/2002	Store 1	3	30010		Large Baby Doll	\$19.99	1
7/1/2002	Store 1	3	25000-030403		Pajamas - Large Yel	\$12.99	1
7/1/2002	Store 1	3	25000-010101		Pajamas - Small Rec	\$12.99	1

Customer Purchases:

Find out what your customers are purchasing throughout all your stores to help direct your marketing more efficiently.

Employee Management

Headquarters monitors sales reps, cashiers and their hours, and the registers they run, helping you manage your labor costs much more effectively.

- Upload attendance records for computing hours and labor cost at the head office.
- Centrally compute sales commissions based upon sales transactions and commission structures found in associates' profiles.
- Review detailed and summary sales reports that can be grouped by cashier or sales rep to give you insight into how each employee is performing.

Powerful, Flexible Reports

The powerful Headquarters report generator offers instant, flexible access to a wealth of meaningful data to help you view vital business information the way it makes sense to you.

- Generate consolidated reports to show sales breakdowns, identify slow-moving items, and check sales for any day—by store location, items, departments, categories, customer, or taxes.
- Allow reports to be previewed on screen, printed, or exported to other Microsoft Windows®-based software packages.
- Customize each report by hiding or displaying additional information, changing the group levels, and sorting the data just the way you like it. Then, "memorize" the report so your changes will remain the next time you'd like to view the report.

Advanced Security Features

Headquarters incorporates tight security to restrict employees' access and changes to sensitive information to keep your business data secure.

- Take advantage of 31 security levels that protect screens and fields and report writing—every sensitive corner of your system and confidential data.
- As an extra level of security, grant or deny users access to Maintenance Mode, a special operating function that must be ON for a user to change, edit, or delete Headquarters data.

Opening New Stores

Headquarters allows you to get a new store up and running with a new Store Operations database in a quick, cost-effective manner. Once one store has been created and configured as you like, quickly roll a new store database to other locations with little setup and configuration required.

- Easily create a Store Operations database for the new store by exporting data from an existing store and the Headquarters database.
- Spend time setting up the store—not the software—by using the exported Store Operations database, which already will contain every item, customer, tender, tax, etc.—everything your store needs to be operational from day one.

Integration with Other Software and Hardware

Headquarters works with other industry-leading software applications you're familiar with, helping you get up to speed quickly and reduce or eliminate duplicate data entry.

- Microsoft Office System products such as Excel and Word.
- Microsoft Business Solutions applications like Microsoft Business Solutions—Great Plains® and Small Business Manager.
- It also works with a wide range of point-of-sale peripherals, including printers, magnetic stripe readers, pole displays, scales, and bar code readers.

System Requirements and Other Information

System Requirements Use any PC-compatible system running Microsoft Windows 98 SE, Windows ME, Windows 2000 Professional Edition, or Windows XP (all versions). It is recommended the system have a Pentium 500 MHz or faster processor, 8 GB of available hard disk space, and 256 MB or more of RAM.

Purchasing and Installation A Microsoft Certified Partner will work with you to purchase and install Microsoft Retail Management System. Microsoft partners are trained professionals who have retail industry experience. They are certified to sell and install the system.

Training Based on reports from customers and partners, basic training for cashiers and employees takes anywhere from 15 to 30 minutes. Additional training options are available through your Microsoft partner, and interactive eCourses are available through Microsoft.

Technical Support An optional support package is available to give you access to Web- and phone-based technical support from Microsoft and free software upgrades for the first year of ownership.

Retail Management System

Designed for independent merchants—like you.

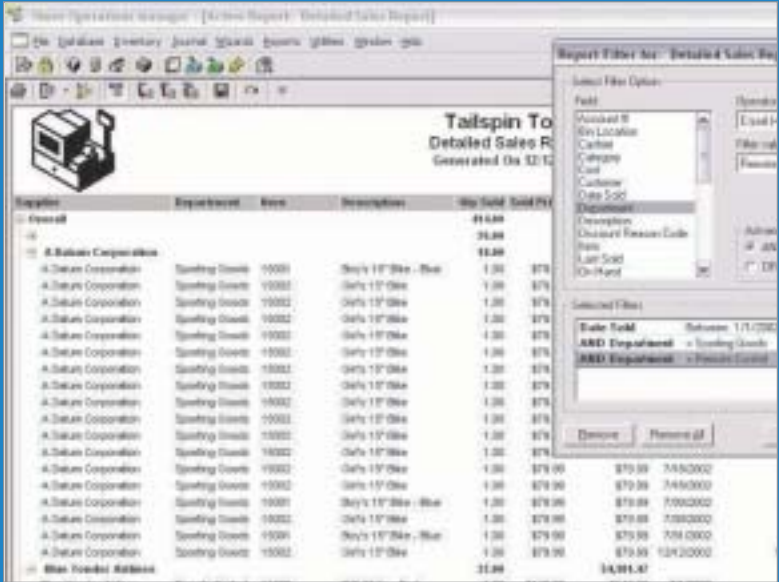
For more information, visit our Web site at:

www.microsoft.com/BusinessSolutions/POS

PHONE: In the United States and Canada, call (800) 456-0025

E-MAIL: mgpinfo@microsoft.com

Or contact your Microsoft Business Solutions Partner.



Drill deeper into selected reports using filtering options.

Helps you make smarter decisions with timely reports

With fast, accurate insight into your operations, you'll be better equipped to keep pace with the competition and help maximize revenue opportunities. Know exactly what sold best in every department, category, and season. Decide what to buy or mark down. Track return on investment from your ads, mailings, promotions, sales, and discounts.

- Preview, print, or export data in multiple formats.
- Filter, hide, sort, and group data the way you want.
- Add your logo for formal reports.
- Drill down to modify the database directly from reports.
- View and print daily sales graphs and journals from any register.
- Preview, search, and print journals by register, batch, and/or receipt number.
- Print X, Z, and ZZ reports.
- Adjust report headers/columns on screen.
- Quickly drill down from summary reports to detailed reports.
- Memorize report settings.

Examples of Store Operations reports include:

Customer List	Accounts Receivable Aging	Account Activities
Summary Daily Sales	Sales Rep and Cashier Daily Sales	Supplier Daily Sales
Register Daily Sales	Department and Category Daily Sales	Summary Daily Tax Collected
Detailed Sales	Detailed Tax Collected	Commission
Cashier Log	Register Analysis	Department Sales/Cost
Top Sales Reps and Cashiers	Top Customers	Top Suppliers
Top Items	Top Departments and Categories	Regional Sales
Item Price and Quantity Lists	Item Value List	Item Reorder List
Item Movement Report	Offline Inventory List	Serial Number List
Supplier List	Alias and Substitute Lists	Work Order Summary and Detailed Lists
Back Order Summary and Detailed Lists	Quote Summary and Detailed Lists	Vouchers Summary and Detailed Lists
Purchase Orders	Inventory Transfers In/Out	Open Layaways Report
Layaway Expiration Report		

Integrate with ease

Store Operations integrates easily with other software packages to help broaden management visibility, eliminate the need to juggle applications and re-enter data, and improve operational efficiencies across the board.

- Interface with accounting software such as Microsoft Business Solutions—Great Plains®, Microsoft Business Solutions Small Business Manager, QuickBooks for Microsoft Windows®, (U.S. version) and Peachtree Accounting for Windows.
- Manage accounts receivable in Store Operations, then trade summary POS data with popular accounting software.
- Define what summary information goes to your accounting or financial software.
- Use Electronic Draft Capture (EDC) and integrate with leading credit card services to reduce fraud and human error.
- Through the Microsoft Partner Network, additional options are available to complement or enhance Retail Management System to provide various add-in functionality, including:
 - eCommerce Solutions
 - PDA and Mobile/Wireless Stations
 - Additional integration to legacy systems, EDC and Credit Card Services
- Works with familiar Microsoft Office System applications such as Excel and Word, so you can make full use of existing software investments without adding training costs.
- Ship and track online.
- Broadcast Net Display Channels to customers waiting in line, including pre-selected Web sites, Web pages, and ads.
- Use Custom POS Buttons to quickly access Web sites, software packages, and application tools.

Expand economically

Store Operations conforms to the way you sell and work. It gives you the kind of information tools retail blockbusters use—customer purchase histories, electronic receipts, gift certificate tracking, and more.

As your business grows, you can add new lanes or stores with minimal disruptions to retail service—Microsoft Business Solutions Retail Management System offers a common point-of-sale platform that spans single or multiple store locations. Start with basic point-of-sale functionality, then tap into a broad set of retail management tools, or add the Headquarters module as you add new locations and desire centralized operations.

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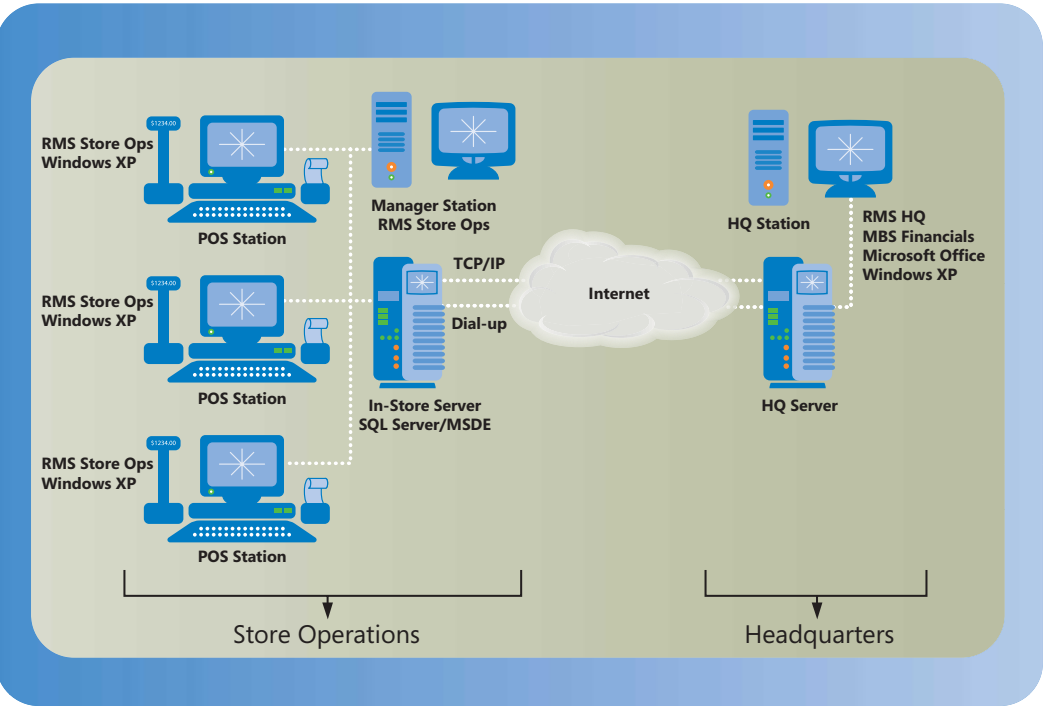
Microsoft Retail Management System

Designed for independent retailers—like you. For more information, visit our Web site at: **www.microsoft.com/BusinessSolutions/POS**
PHONE: In the United States and Canada, call (800) 456-0025
E-MAIL: mgpinfo@microsoft.com
Or contact your Microsoft Business Solutions Partner.



MICROSOFT RETAIL MANAGEMENT SYSTEM STORE OPERATIONS

Keep the focus on profitability with a Point-of-Sale (POS) solution designed for independent retailers like you—Microsoft® Business Solutions Retail Management System Store Operations. Flexible, affordable, and easy to use, Store Operations empowers managers and associates to process transactions quickly, serve customers and market products more effectively, and streamline inventory and supplier management.



A typical deployment of Microsoft Retail Management System in a multi-lane, single-store scenario: A LAN (local area network) connects Store Operations installations across checkout lanes or POS stations within the store, and an Internet connection connects the stores to a head office running Headquarters.

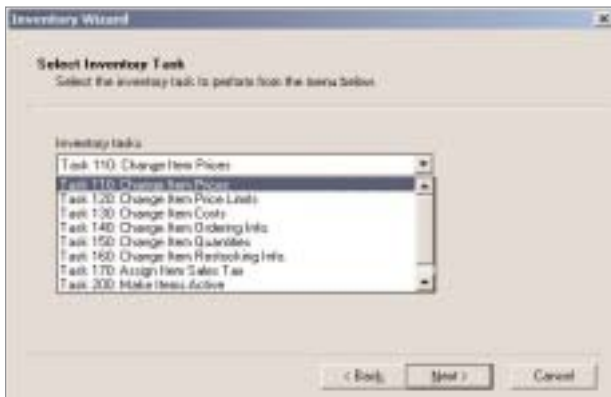
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Helps manage inventory efficiently—in any store or small chain

Save time, reduce overhead, and put stock to the best possible use with automated, integrated functionality that helps simplify manual stock counts and helps you to track and manage your inventory with pinpoint accuracy.

Manage a full range of inventory types, including:

- Standard hard and soft goods
- Non-inventory items, such as services and warranties
- Bill of material assemblies and inventory kits
- Serialized items, with up to three serial numbers per item
- Apparel matrix and lot matrix items
- Tag-along items
- Weight, including tare and actual
- Multiple units of measure
- Voucher (gift card/gift certificate)



The Inventory Wizard takes you step-by-step through many different tasks.

Automate inventory management to reduce shrinkage and slow-moving items

- Support an unlimited number of inventory items and transactions.
- More easily process and manage work orders, back orders, layaways, and quotes.
- Automatically calculate inventory replenishment based on reorder point/restock level or quantity sold.
- Support multiple suppliers for each item.
- Define master pack quantity for ordering.
- Assign item substitutes and maintain unlimited item aliases (alternate item-lookup codes).

- Attach special notes and reminders to specific items.
- Generate purchase orders.
- Receive shipments and transfer inventory in/out.
- Use the Label Wizard to design and print graphical and bar code labels with or without your company logo.
- Use wizards to quickly add inventory and facilitate large changes to the database.
- Store and track offline inventory—for example, items not for sale.
- Print kit components on receipt.
- Supports 2005 Sunrise and GTIN compliance.
- Rely on NTEP certification.

Give customers a better shopping experience

More smoothly process routine and complex transactions, offer service that keeps customers coming back, and maximize cash-in per customer.

Market more effectively

- Instantly access a complete history of purchases, payments, and account information at the POS.
- Remind customers who forget items they normally purchase, and suggest up-sells, sale items, and volume discounts.
- Serve others while keeping a stalled transaction “on hold.”
- Capture, show, or hide customer contact and demographics on POS screen.
- Accommodate partial payments and account payments.
- Use the customer data in Store Operations to help create mailings targeted directly to customers' special interests.
- Customize receipts with promotions for new products and specials.

Provide service that builds lasting customer relationships

- Grant automatic discounts and differential pricing to special customers by using up to 4 levels of pricing.
- Reprint electronic receipts to resolve disputes, speed rebates, and verify purchase dates and amounts.
- Accept multiple tenders such as credit cards, coupons, gift vouchers, foreign currencies, and government stamps.
- Sell—even when your network is down—using the Terminal Offline feature.
- Sell and redeem vouchers/gift certificates/gift cards.

- Perform online credit authorizations using integrated merchant services or with third-party packages such as ICVERIFY or PCCharge.
- Process returns, issue store credit, and process deposits on orders.

Gain power, flexibility, and speed at the point of sale

- Access the Internet quickly with online capabilities directly built into the POS transaction screen.
- Improve flexibility with unlimited line-item entry.
- Automatically look up prices, including sales, quantity discount, and promotional pricing.
- Handle U.S. and European sales tax and multiple tax rate tables, such as percent, base, and cap.
- Easily look up quantity on hand and item attributes such as extended description and sub descriptions, as well as display a picture.
- Quickly perform post-voids.
- Ship to multiple locations, select shipping carrier, and calculate shipping charges by weight/value.
- Print check-validation endorsements.
- Search by account number, name, company, address, phone/fax number, e-mail address, and “ship to” information.
- Define different account types—for example, revolving.
- Set a default account type for new customers.
- Look up, adjust, and track invoices for specific customer accounts.
- Apply finance charges on accounts.
- Bill payments for net terms.



Easily generate purchase orders.

Save time and money

Jump-start productivity with a solution that's easy to learn and use and that can accommodate changing needs.

Get started quickly and minimize maintenance time

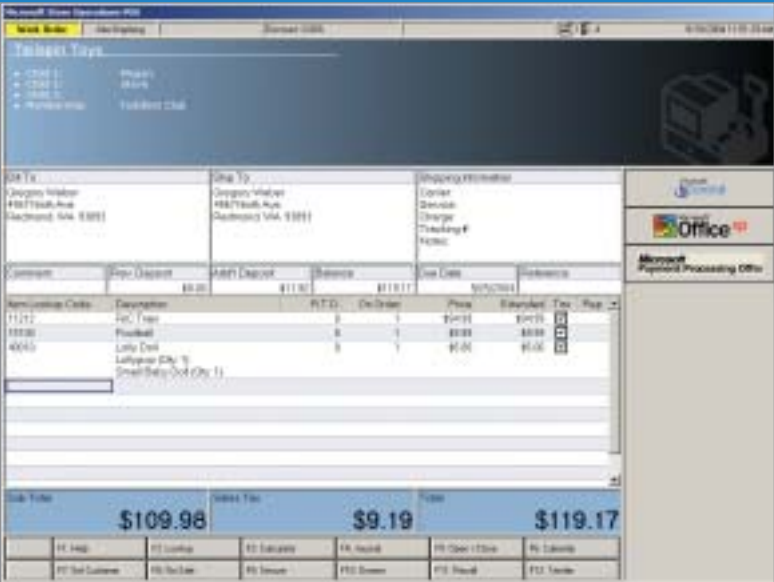
- Store Operations installs and sets up easily. Employees can learn POS functions in minutes, and complete Online Help is available at all times.
- Use Store Operations wizards to complete even complicated tasks more quickly. Input new items, speed inventory management, and reduce the time it takes to perform routine processes.
- Touchscreen support.
- Easily define keyboard shortcuts to speed common tasks.

Manage pricing to maximize profit

- Discount entire sale or selected items at time of sale.
- Set up mix and match pricing structure.
- Utilize “Buy X, Get Y” discount capability.
- Use lot pricing (single, six pack, case, etc.).
- Assign multiple price levels/customer (price break tables).
- Discount from retail.
- Mark up from cost.
- Set profit margin.
- Discount by dollar amount.
- Assign subtotal amount.
- Set percent of discount.

Manage staff efficiently and effectively

- Put items on sale/promotion, set up commission structures, and assign commissions to selected sales representatives.
- Quickly see which associates sell best. Helps predict what days and hours to staff up or cut back.
- Helps ensure tasks are completed with a calendar event planner, reminder messages, and the ability to send messages to cashiers.
- Improve efficiencies for managing staff with a built-in time clock, the ability to generate and edit time card reports, and complete tracking of employee information.
- Generate cashier log report.



An intuitive point-of-sale screen ensures reduced training time and better productivity.

store with ease and control.

- More easily configure POS screens to display exactly the information your clerks need.
- Customize receipts and price labels with graphics and logos. Exploit many flexible pricing structures with a wide range of discount methods, mix-match pricing structures, multiple pricing levels, sales schedules, markups, and more.
- Choose from various ways to set up new sales and promotions—fast.
- Streamline buying with ordering levels, best-price suppliers, and automatic PO generation.
- Choose from 15 user-defined fields for customer information—for example, birth date, driver's license number, and resale permit number.
- Customize POS buttons for Web-based application shortcuts.
- Add protection of every menu and field based on built-in cashier security levels, including the ability to customize how cashiers work with the POS and daily transactions. Data fields can be hidden, view-only, or editable.
- Help protect your business with these features:
 - Cashier floor limit
 - Assign logon password
 - Enter opening or closing amounts
 - Change tax amount at point-of-sale
 - Allow pay outs
 - Allow editing of time-clock entries
 - Allow generation of X reports
 - Blind closeout
 - View sales graph
 - Allow new customers at POS
 - Allow deletion of customers and items
 - Enable global customers for multi-store
 - Allow POS serial number creation
 - Cashier return limit
 - Grant or deny cashier permissions
 - Change price at point-of-sale
 - Allow no sales (open drawer)
 - Allow item-cost display
 - Allow cashier to view others' time-clock entries
 - Hold transaction (suspending or stacking)
 - View sales journal
 - Sign on before each transaction
 - Allow customer account modification
 - Allow item information modification
 - Require serial number
 - Show customer addresses at POS



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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.

SCREEN SHOT

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