

Microsoft
Business
Solutions



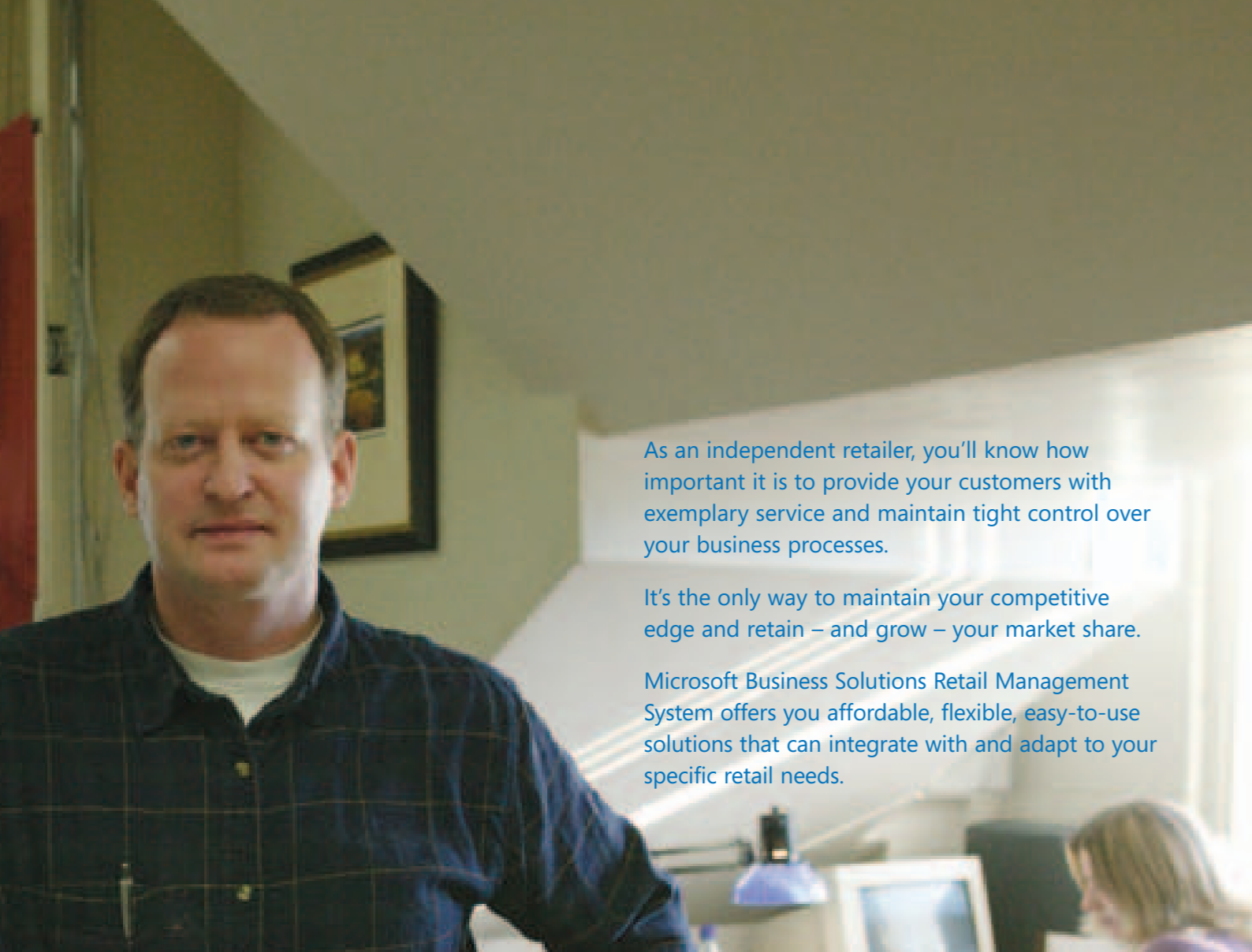
Microsoft
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FOR TODAY'S INDEPENDENT RETAILER,

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 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 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

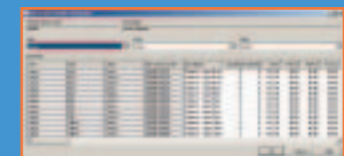
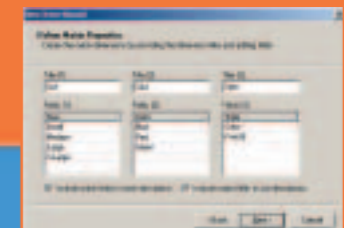
The system will also give you visibility into the histories of your suppliers, you'll be able to see who consistently offers you the best service and the best prices.

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.

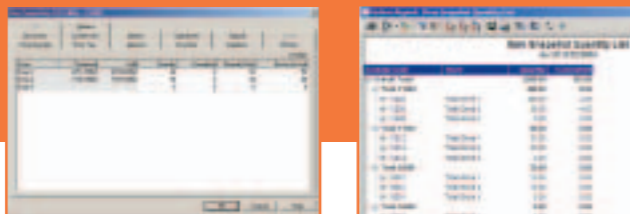
And when your business is ready to expand, Microsoft Retail Management System will expand with you. You keep the same software and systems and merely add new customers, stores and products as required.

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

