Microsoft®

EASY-TO-USE, AFFORDABLE SOFTWARE
for your retail business.

MICROSOFT RETAIL MANAGEMENT SYSTEM

Microsoft® Retail Management System provides small and midsize business retailers with an integrated point-of-sale solution to manage operations within one store or across a chain of stores. This powerful software package enables retailers to track inventory more efficiently and improve customer service. Retail Management System can also be customized for specific business requirements, providing you with sophisticated functionality at an affordable price.

Microsoft Retail Management System Store Operations

Store Operations is a complete Point of Sale (POS) and retail management solution for individual stores and often runs as a stand-alone application.

- Streamline business operations, including inventory, supplier management, and POS processes.
- Save time and money by integrating credit and debit card transactions at the POS.
- Make informed decisions with accurate data and powerful reporting tools.
- Expand easily to multi-store operations.
- Reduce POS system and operating costs.

Microsoft Retail Management System Headquarters

Headquarters allows managers at the head office of a chain to manage multiple stores and gain a complete view of the business.

- "Poll" detailed sales and inventory data from multiple Microsoft Retail Management System Store Operations installations.
- Manage prices, purchasing, and inventory—chain-wide, by region, or by store.
- Set and monitor policies and procedures for all stores.
- View, analyze, and share information across your entire business.

> "Using the sales data we import into Microsoft Dynamics GP, cash accounting that once took me days to reconcile now takes me 10 minutes."
>
> *—Barbara Langdon*
> *Director, Cash Management, Kuhlman Co.*

MAINTAIN YOUR COMPETITIVE EDGE AND HELP
increase profitability.

Designed for independent retailers like you

Set up and use easily.
Microsoft partners provide expert support and assistance to quickly set up and tailor Microsoft Retail Management System to meet your specific retail needs. Built-in wizards and an intuitive user interface help users learn POS procedures in minutes. User-defined custom fields allow you to define and track information you want to see on customers, inventory, and suppliers. The system works with familiar Microsoft Office System applications such as Excel®, Word, and Microsoft Office Small Business Accounting, so you can make full use of existing software investments without adding training costs.

### Track and manage inventory efficiently.
Physical inventory functionality helps eliminate the need to conduct inefficient, manual stock counts, saving time and reducing employee overhead. Track and manage items across your business using any stock and sales method. Compatible inventory types include standard, serialized, kit, assembly, matrix, lot matrix, voucher, non-inventory (such as services), and weighed. You can also mark items as inactive and maintain their history without cluttering your reports or inventory views.

Streamline point-of-sale processes.
Work with a customizable POS screen that lets associates check prices, availability, and stock location instantly. They'll be able to access complete customer information, handle multiple tenders and partial payments at checkout, and quickly create and process returns, back orders, sales quotes, work orders, and layaways. Automated processes make it easier to balance multiple tenders efficiently and accurately, helping employees save valuable time. Associates can even clock in and out using built-in capabilities.

Integrate with Microsoft Dynamics GP.
Better coordinate and track store and headquarters information by integrating Retail Management System with Microsoft Dynamics™ GP. Combined, these solutions enable retailers to manage their store, financial, and inventory operations from a central location. Retailers can eliminate double data entry and gain an extra level of visibility into AR transactions at the individual store level.
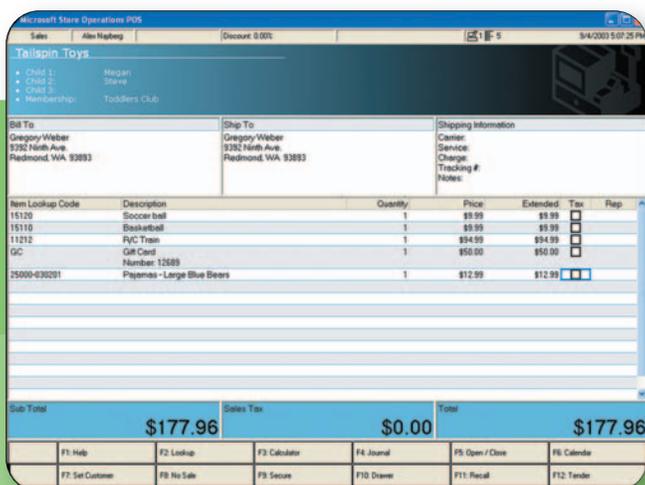
Microsoft Dynamics GP works like and with familiar Microsoft software while delivering integrated, automated functionality that encompasses a wide range of business needs from financial management, HR/payroll, supply chain management, and business analytics. It is an adaptable solution that can affordably help you support your business and industry-specific requirements.

Retail Management System also integrates with a number of other popular business applications, including Microsoft Office Small Business Accounting, QuickBooks, and Peachtree.

Use advanced security features.
Help reduce instances of shrinkage, false returns, credit card fraud, and unauthorized discounts. With 31 levels of user security features, managers can control employee access to sensitive data and track returns efficiently. Plus, security for credit card information handling is based on the Payment Card Industry (PCI) Payment Application Best Practices (PABP) guidelines so your customers' data is safer.

Improves productivity and business performance

Increase knowledge of operations.
Preview, search, and print daily sales reports and journals by register, batch, and receipt number, as well as close cashier shifts quickly and accurately. Share data across multiple store locations for different views of your business.

Make fast, informed decisions.
Access and analyze current, detailed data across your entire business. Identify sales trends in every department or category, evaluate operations and financials, track results from sales and ad campaigns, set and monitor business policies across stores, and more. Then export report information directly into Excel, XML, CSV, or your e-mail application.

Offer superior customer service.
Respond quickly to customer needs with efficient, personalized service that can turn a single purchase into a lasting and profitable customer relationship. Associates can expedite checkouts, target customer preferences to offer up-sells and cross-sells, and implement automatic discounts for frequent shoppers.

- *Easy-to-locate function keys give cashiers access to many tools at their fingertips.*
- *Capture valuable customer information at the POS and increase customer loyalty.*
- *An intuitive POS screen ensures reduced training time and better productivity.*

Design customized price tags with an easy-to-use wizard.

Improve inventory and supplier management.
Replenish top-selling items efficiently and negotiate lower purchasing costs by tracking item movement and supplier histories.

Increase sales and build customer loyalty.
Microsoft Retail Management System offers the tools and information you need to help increase revenues from existing customers. You'll be able to do targeted marketing based on customer data, including preferences and purchase history that are all easily managed and accessed.

- Send targeted mailings with special offers and promotions to selected customers.
- Display up-sells so that associates can mention them.
- Collaborate with suppliers to advertise products, promotions, new items, or upcoming events to customers in line with a secondary net display.

Integrated debit and credit card processing

With security based on the best practice guidelines of the PCI for handling credit card information, Microsoft Retail Management System includes integrated payment processing from industry-leading banks such as Chase Paymentech Solutions and Citibank Merchant Services. This provides a fully integrated credit and debit card processing system to help retailers enjoy the benefits of fast, easy, and cost-effective card management from day one.

These comprehensive payment processing solutions include:

- **Reduced cost of ownership:** Retailers no longer need expensive middleware for integrating credit card processing and online debit support, nor will they need a credit card terminal or dedicated phone line for transaction processing.
- **Easy setup and use:** Retailers only need to establish a merchant account at one of the preferred banks. Visit our Web site to view program information.
- **Full customer support:** The banks have established sales and support operations, including trained sales reps and help desk support, for initial setup and ongoing questions.

More benefits for retailers.
Establishing a merchant account with one of the preferred banks helps run your business more efficiently.

- Streamline card operations: Reduce data reentry at the POS and facilitate easier reporting and reconciliation of transactions at the end of the month.
- Increase customer satisfaction: Faster and more reliable, you'll be able to process a variety of cards, including MasterCard, VISA, Diners Club/Carte Blanche, American Express, Discover Card, and corporate purchasing and PIN debit cards.

Microsoft Retail Management System also integrates with PCCharge, ICVerify, and Atomic Authorizer.

For more detailed information, visit **www.microsoft.com/msrms**.
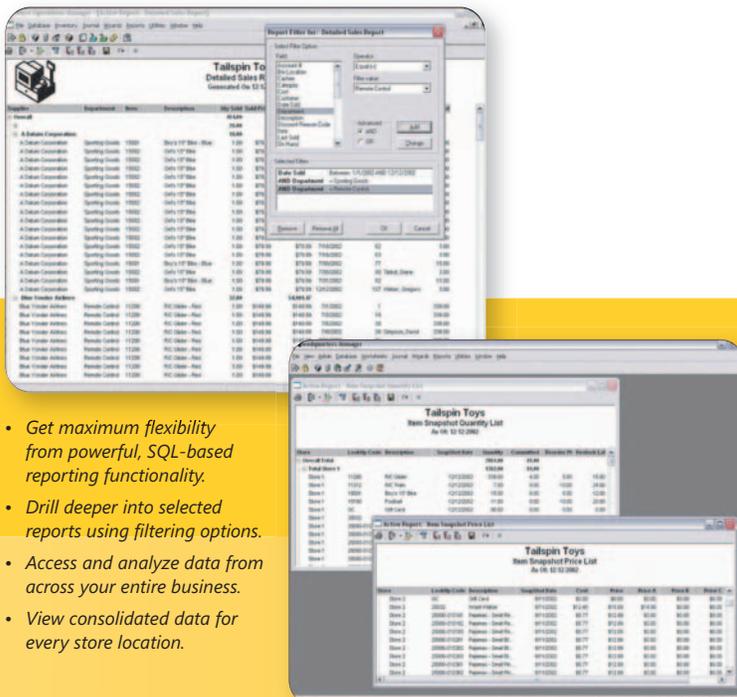
- *Get maximum flexibility from powerful, SQL-based reporting functionality.*
- *Drill deeper into selected reports using filtering options.*
- *Access and analyze data from across your entire business.*
- *View consolidated data for every store location.*
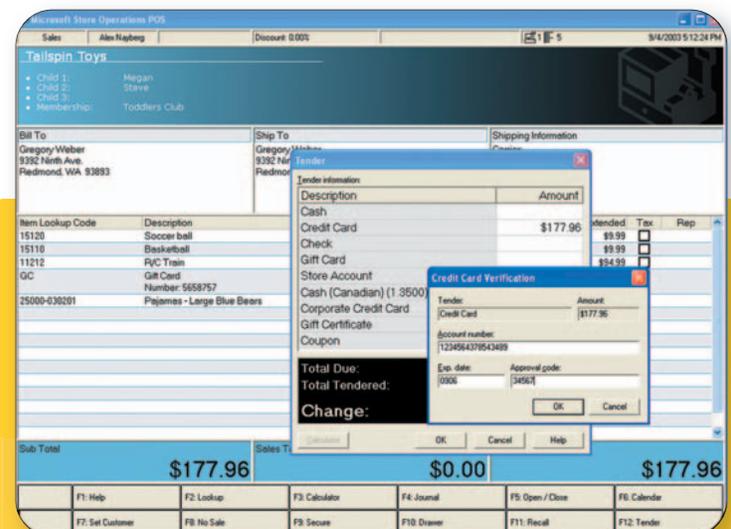
Customizable tender functionality supports card processing, check validation, split tenders, and foreign currency.

All the unknowns and inaccurate data from our previous system were costing me sleep. This system gives you the necessary and reliable information to run your company with confidence.

—*Stephen A. Satchel*
Chief Operations Officer, The Hat Club

STREAMLINE TRANSACTIONS WITH
integrated card processing.

Facilitate easier reporting and reconciliation of transactions and reduce data re-entry by eliminating the need for separate credit and debit card terminals and associated phone lines. Retail Management System works with a number of financial institutions to help you provide fast, efficient service to your customers.

Affordable right out of the box

Maximize cash-in per customer.
Make the most of every transaction: target customer preferences to suggest up-sells and cross-sells, and advertise other products at POS with on-screen graphical displays.

Minimize labor costs.
Easy to learn and use, Microsoft Retail Management System helps managers and associates get up to speed quickly. Comprehensive functionality and shared data systems reduce the need to re-enter information, freeing your staff to focus on managing and selling more effectively. And with full visibility into business information, you'll know when to staff up or cut back, and which associates bring in the highest revenues.

Reduce inventory costs and out-of-stocks.
Maintain tighter control over inventory with automatically generated purchase order suggestions and stock levels, and the ability to transfer inventory across stores. Visibility into supplier histories makes it easy to select suppliers who offer the best service and the lowest prices.

All-in-one hardware/software solutions

Microsoft Retail Management System provides specialized, no-fuss retail bundles—all-in-one software and hardware packages—tailored for specific needs. By bundling an affordable package of hardware with Microsoft software, it's easier for you to automate your business and manage your store more efficiently. One example of these bundles is the Microsoft/IBM/Symbol bundle pictured below. It includes Microsoft Retail Management System software, an IBM SurePOS 300 point-of-sale system, and a Symbol LS-2208 Scanner starting at $2,999* USD.

We found that only Microsoft Retail Management System could economically handle our tough requirements—and still keep flexing when we want to change things around next week.

—Amy Doxey
Co-owner, Border Station

*Estimated retail price shown is for standard retail software and hardware. Reseller prices may vary. Price includes one year of onsite hardware support from IBM. Deployment fees and software support not included.

OUTSTANDING BENEFITS FOR
specialty retailers.

A complete POS software and hardware solution from Microsoft, IBM, and Symbol.

If your retail operation specializes in selling hard-goods items, like sporting goods, gifts, beer/wine/liquor, or specialty apparel, microsoft retail management system can help you serve your customers better and manage your business more profitably.

Grows with your business

Expand easily.

Ready to open a new store? You can help protect your investment and keep the same software and systems as your business grows into multiple stores and retail channels with Microsoft Retail Management System. As you add customers and products to your system, flexible Microsoft SQL Server™ database technologies let you store and manage virtually unlimited amounts of information.

Invest in your business, not in IT support.

Microsoft Retail Management System does not require an expensive IT staff to set up and maintain, and it adapts to meet specific retail needs. As your business changes and grows, your Microsoft partner can provide support and assistance with customizing, integrating, and scaling your solution.

Count on Microsoft.

Start a long-lasting relationship backed by one of the world's leading technology providers. Microsoft has a family of connected applications and services for businesses of all sizes, with years of experience delivering business applications and services known worldwide for top quality.

Technology within reach.

- Built to work on inexpensive PCs, Microsoft Retail Management System can be expanded to operate over local area networks (LANs), keeping operational tasks simple as your business grows.

- Runs with Microsoft Windows® XP Home or Professional with Service Pack 1a or later or Microsoft Windows Server™ 2003.

- Works with familiar Microsoft Office System applications such as Excel, Word, and Small Business Accounting, so you can make full use of existing software investments without adding training costs.

- Supports POS devices through support of the OPOS (OLE for POS) standard, receipt printers, cash drawers, bar code scanners, and more.

- Employs Microsoft Desktop Engine (MSDE) or Microsoft SQL Server to provide built-in investment protection with a database that can grow with your business and maintain historical information at your fingertips.

- Integrates through the Web with traditional, mobile/wireless, and remote retail systems using XML, HTTP/HTTPS, and TCP/IP.

- Supports Microsoft ActiveX®, XML, and Microsoft .NET technologies to help ensure fast connectivity and data integration across multiple business systems.

- Supports trading partner integration with XML or CSV data export.
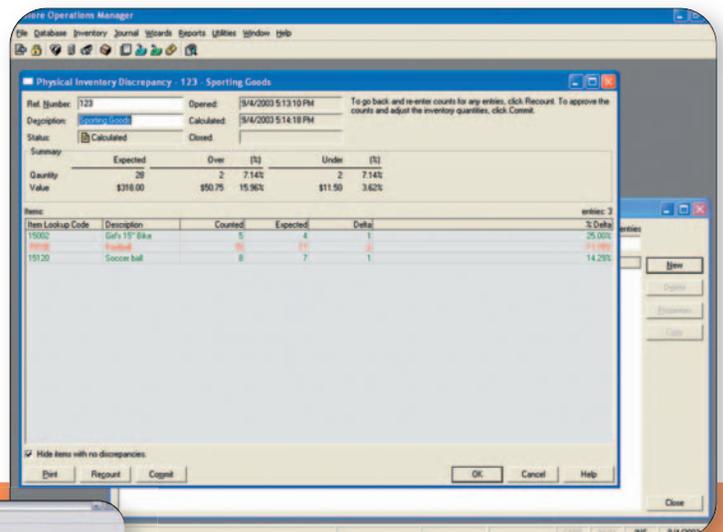
For more information on Microsoft Retail Management System:

Web site: www.microsoft.com/msrms
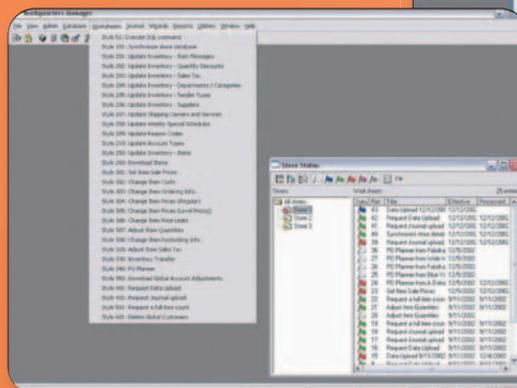Phone: In the United States and Canada, call (888) 477-7989
E-mail: mgpinfo@microsoft.com
Or contact your Microsoft partner.

Retail Management System Store Operations makes taking a physical inventory in your store a breeze. Count your items and then enter that information into the built-in wizard or import from a hand-held data collector. Store Operations will generate a report showing any discrepancies and then allow you to update the database with the accurate inventory totals at the touch of a button.

Retail Management System Headquarters makes managing multiple stores more convenient.

- *Manage communications across your business with 30 different polling/communications functions.*
- *Track and monitor information exchange status for every store from a central location.*