



# WORK SMART IN RETAIL

**LS Retail NAV**

Retail Solution for Microsoft Dynamics NAV

*Proven. Tested. Recommended*



**LS RETAIL**



*“A key strength of Microsoft Dynamics NAV is a solid foundation for enabling partners to create and distribute vertical and micro-vertical solutions and at Microsoft we intend to continue our efforts supporting this area in the future.”*

Michael Park, Corporate Vice President, Sales, Marketing and Operations for Microsoft Business Solutions

## Are you customer-centric?

In today's complex and challenging retail environment, understanding and anticipating the needs of consumers and customer retention is of critical importance to retail success.

### Customer-Centric Retail Challenges

- Absence of actionable customer information
- Scalability of the solution
- Complexity of integrating disparate retail systems
- POS reliability and extensibility, with end-to-end back office connectivity
- Lack of consistent customer driven service levels and staff turnover
- Stimulating multi-channel experience for customers

## LS Retail is an end-to-end retail solution, powered by Microsoft Dynamics NAV

This fully integrated solution delivers the breadth and depth of functionality demanded by retailers large and small, without the need to build, manage and maintain multiple applications and costly interfaces. Its unique use of a single application to cover store to headquarters; the Point of Sale (POS) terminals, store systems, inventory, merchandising and all the back office functions required at head office, sets LS Retail apart from all other solutions in the market.

### Why Dynamics NAV - Simple, Smart, Innovative

Microsoft Dynamics NAV, the business management solution with more than one million users worldwide, sets the global standard for functionality, international scope, adaptability and ease of use. With availability in more than 42 country versions, since 1984 Microsoft Dynamics NAV has established itself as the choice for businesses and organizations looking for a complete business management solution that is fast to implement, easy to configure, simple to use and affordable.

### Why LS Retail - Retail depth and expertise

Since 1988, LS Retail has been singularly focused on providing solutions to meet the needs of the demanding retail environment on the Microsoft Dynamics platform. The LS Retail solution has been translated into 33 languages and is distributed through a global partner network of more than 120 certified partners in over 60 countries. With over 1500 companies and 27,000 stores and 55,000 POS terminals, LS Retail is the global leader for retail solutions for Microsoft Dynamics.

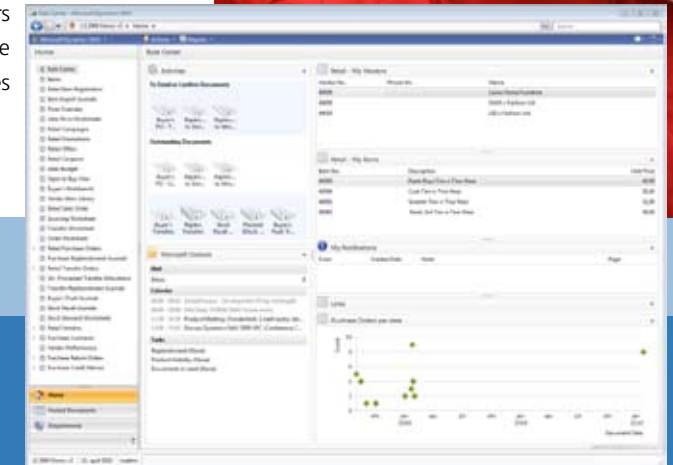
### Powerful integrated Retail Solution

LS Retail is built on Microsoft Dynamics NAV; therefore, the POS, back office and head office all use the same application. This makes it possible to track individual transactions from the POS to the General Ledger, which maximizes your business value.

This also means that users have access to other parts of the Microsoft Dynamics NAV application, such as Finance, Sales and Marketing, Warehousing and Service. Because of the integration between LS Retail and Microsoft Dynamics NAV, users need only become familiar with one interface and the same logic applies to usage at all levels.



# Connected Experience





*“We at DIL believe that technology is not a sunk cost but rather an investment to reduce heavy long term costs. With LS Retail, we now have an internationally proven IT platform that supports further development of our business. LS Retail hence was an investment to maintain competitive advantage for Disney’s long term growth in India.”*

Arjun Verma, Executive Director & CFO, Disney Artist Stores, India

## Do you support item, customer and store segmentation?

You can view the performance of individual stores or groups of stores. Likewise, you can view the performance of individual item categories and product groups.

The Top List report allows the viewing of top selling items, customers and transactions. As with the Sales History, it can be viewed based on different periods. It is also possible to sort the results based on amount, quantity, discount amount or profit for fast visibility into business performance.

### **Is Your Store Performing to Expectations?**

The Hourly Sales Distribution report gives you the possibility of viewing how your stores are performing within different periods of the day, with the option of viewing sales distribution based on POS, total income, number of customers, number of items, average amount or average basket size.

These are just a few of the analysis options available in LS Retail. The solution also has a number of report options that can be used for printout and offline analysis.

# Are Your Stores Performing?

## The Complete Business Management Retail Solution

- **Raise productivity** – for healthy margins and a strong bottom line
- **Easily produce visuals, tables, reports** – for optimizing your business plan
- **Make your processes transparent and efficient** – for customer satisfaction and easy-to-measure business performance
- **Grow your business** – quickly adapt to changes in your organization and environment while the cost of ownership stays low

## And LS Retail: Retail for you

**Gain Business Insight** – business intelligence functionality that allows retailers to use any data asset, transform it into actionable information, and deliver it in Microsoft standard tools like Office and Outlook

**Improve Merchandising Decisions** – merchandising and replenishment capabilities to support retail managers in the efficient management of their end-to-end operation from headquarters to store

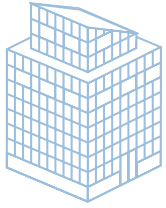
**Scale in size and business** – control and maintain data common to all stores, including item, customer and vendor management as well as special orders and loyalty programs.

**Single retail solution architecture** – critical retail functions are available at store level, head office or both. Information gathered from stores is communicated and consolidated back to head office for reconciliation before posting to General Ledger. Information and programs generated from head office are pushed to stores for updates and execution.

*“We’re thrilled to acknowledge the dedication LS Retail has shown to providing an unsurpassed level of service and commitment to Microsoft Dynamics customers. As a result of its continuous dedication and contributions to the overall success of Microsoft Dynamics and companies worldwide, we’re proud to congratulate LS Retail on being named to this year’s Microsoft Dynamics Inner Circle.”*

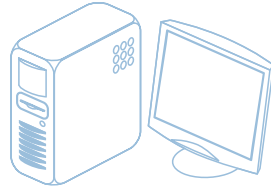
Doug Kennedy, Vice President Microsoft Dynamics Partners team





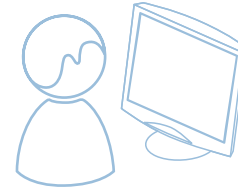
## HEAD OFFICE

- Product Lifecycle Management
- Manual and Automated Item Maintenance
- Dynamic Hierarchy, Attributes and Other Grouping of Product
- Price, Offer, Coupon and Campaign Management
- Open to Buy
- Automatic Replenishment
- Replenishment by Allocation
- Stock Recall
- Serial / Lot Number Support
- Loyalty Program
- Special Orders
- Vendor Performance
- Sales Reporting and Analyzing



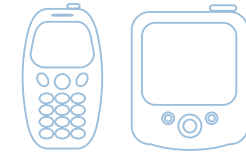
## STORE BACK OFFICE

- Dashboard for Store Operations
- POS Management
- Cash Management
- Stock Counting and Adjustments by Simple Worksheets
- Store Replenishment by Stock Request, Purchase and Transfer Orders
- Sales History
- Simple End of Day Statements
- Receiving and Picking Goods
- Flexible Architecture
- Serial / Lot Number Support
- Gift Registration



## STORE FRONT OFFICE (POS)

- Fast Check Out
- Simple Operation
- Multiple Interfaces
- Broad POS Hardware Support
- Item Cross Selling
- Item Finder
- Loyalty Program
- Serial / Lot Number Support
- Multiple Payments
- Special Orders Entry at POS
- Item Configurator
- Operate Locally – Configure Centrally



## MOBILE DEVICE

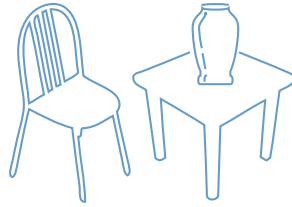
- Mobile POS
- Receiving / Picking
- Stock Counting
- Stock Changes
- Label Ordering
- Stock Counting and Adjustments

# Connected Experience



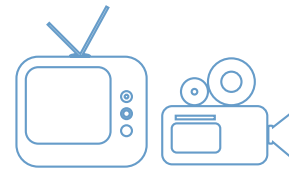
## APPAREL & FASHION

- Open-to-Buy
- Assortments Plans
- Replenishment Tools
- Lifecycle Management - Seasonality
- Speedy Creation of Products
- Loyalty –Gift Registration
- Targeted Tactical Promotions
- Buyer's Workbench
- Grading of Stores
- Distribution Engine
- Store Capacity, Stock Coverage
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS



## FURNITURE

- Item Configurator
- Special Orders
- Make to Order/Tailor Made
- Pre-Payments
- Catalogue Sales
- Campaign and Offer Management
- Non Stock Items
- Replenishment-Automatic and Allocation
- Drop Shipment from Vendor
- Pickup and Delivery to Customer
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS



## ELECTRONIC/TECHNICAL

- Dynamic Merchandise / Item Hierarchy Level
- Open-to-Buy
- Special Orders
- Serial No. Tracking
- Campaign and Offer Management
- Loyalty Schemes
- Advanced POS Functionality
- Item Cross Selling
- Item Configuration
- Item Finder
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS



## FOOD & GROCERY

- Fast Checkout
- Customer Loyalty Program Accessible from POS
- Sales History & Drill-down
- Vendor Performance
- Campaign Management
- Promotions, Discounts,
- Mix and Match
- Offers, Coupons
- Simple Receiving Process (Mobile devices)
- Shrinkage Management
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS



# Smarter Store Management

# LS Retail InStore Management

LS Retail includes powerful back office functionality both in the store and at the head office. It gives the store manager total control of activities within the store and manages the replication of data between the POS terminals, back office and head office.

InStore Systems functions are also replicated at the Head Office allowing decisions to be executed without delay. These include:

- Price Management functions such as: Multiple sales and tender types, discounting against product or item groups, Multibuy, Mix and Match, Buy One - Get One Free and individual or group level Customer Item discounts.
- Inventory Management that includes transfers, adjustments and write-offs, discrepancy management and stock takes via the till or handheld computer
- Cash Management
- Barcode Label Printing
- Staff Management including a full suite of functions to manage allocations, timetabling and time and attendance capture
- Remote Purchasing allows stores to manage their own purchases as an alternative to centralized purchasing functions

## Empower Retailers

LS Retail InStore Management changes the way stores operate. It allows the control of operations through radio frequency (RF) technology, which was developed as a result of years of close collaboration with leading retailers.

LS Retail InStore Management supports a complex retail framework for variant collection. This functionality allows the user to create a unit that includes a number of variants (collection) and use it in all stock transactions, purchasing and selling to reference, to the collection of variants behind it.

# Effectively Streamline

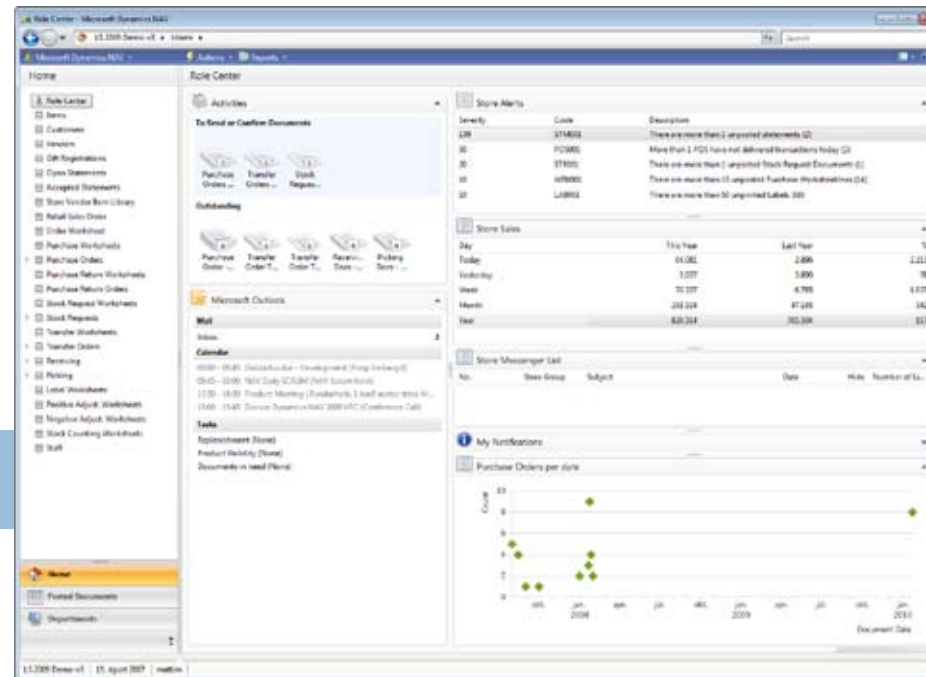
## Inventory Control

If you would like to time your inventory flow so you always have fresh merchandise and a healthy turnover rate, the InStore system provides your company with the tools to effectively streamline inventory control.

The LS Retail InStore Management system uses worksheets to specify the work processes by configuration. The user-friendly worksheet layouts all have a similar look to simplify organizing the many different processes. Worksheets automatically fill out transactions, which minimizes time-consuming manual data entries by the user, and guarantees that all entries are correct.

*“Microsoft Dynamics NAV together with LS Retail offers a comprehensive, cost-effective, and standardized solution that fulfils all our business needs. With it, we’ve enhanced the shopping experience for customers and employees alike.”*

Mr. Jassim Sajwani, Director of IT and Administration at aswaaq, Dubai, UAE



# LS Retail Replenishment

## Right Product - Right Place - Right time

As one of the main building blocks that underpins LS Retail, the allocation and replenishment features of this comprehensive merchandising solution will help you get the right product to the right place at the right time.

## Open to Buy

The Open-to-Buy module allows the retailer to control the capital invested in products during the sales cycle. It allows the retailer to plan purchases and make sure that they match the demand for each period, and at the same time make sure that the money invested in stock is within set limits.

## Excellence in Customer Service

Powerful inventory planning and management features help you deliver customer services excellence without committing valuable cash space and logistics resources to unnecessarily high stock levels.

LS Retail offers class-leading levels of flexibility and control so that no matter how you structure your business, LS Retail leverages the extensive built-in inventory management features of Microsoft Dynamics NAV, powering the solution to the greatest advantage.

## Vendor Performance

The buyer has a good overview of how the vendor is performing by monitoring his profitability, purchase order fulfillment, discrepancy in receiving quantity and/or quality of goods and invoicing discrepancy. This data can be an important tool for buyers to use when entering vendor negotiations. The solution facilitates enforced retrospective discounts through purchasing contracts.

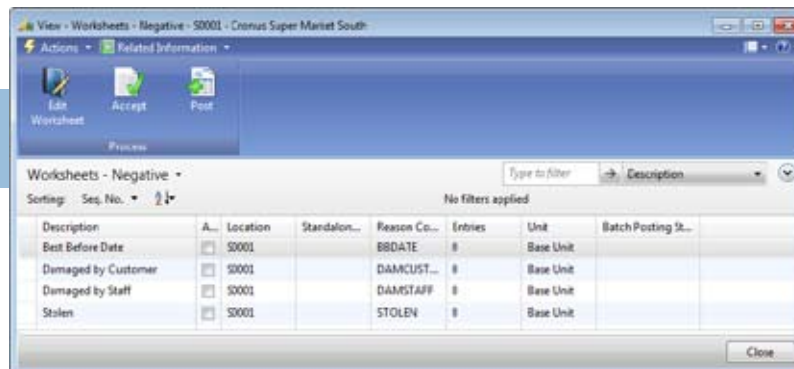
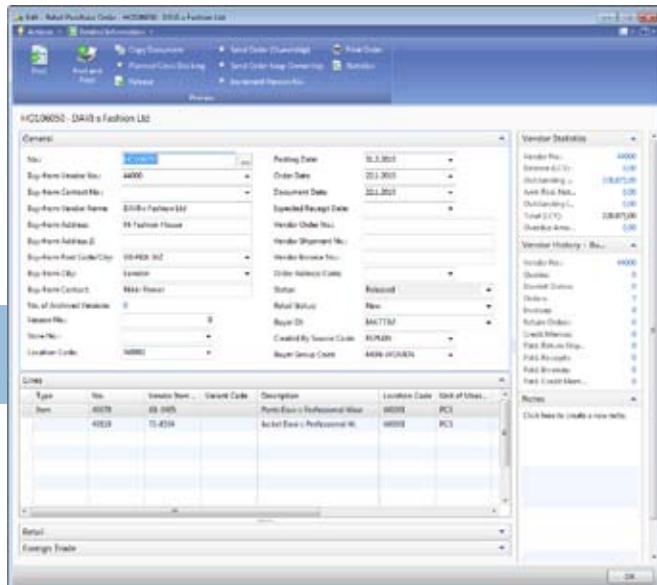
## Fast Performance and High Return on Investment (ROI)

Whether it is something as simple as stores ordering individually from a distribution centre or supplier, inter-branch transfers or more complex profiled allocation and replenishment models, LS Retail's merchandising delivers fast performance and high ROI.

LS Retail includes merchandising and replenishment functionality to support retail managers in the efficient management of their retail business. Size, color and style data (where applicable) on individual items, product groups or item categories is used to create Stock profiles. This is combined in a simple matrix with store, store groups and store type profiles to calculate the optimum stock replenishment.

Each profile also includes a description of where the items should be delivered from and then a stock transfer request is passed to the distribution centre, or data is passed to the purchase order processing modules for ordering from a supplier.

The buyer uses a replenishment worksheet which calculates the demand based on a number of selectable criteria and date ranges.





Smarter Inventory Management



# Smarter Retailing

# Purchase Order Processing

The Microsoft Dynamics NAV Purchasing module provides retailers with everything they would expect from one of the world's leading business applications including requisition management, returns management and drop-shipping functionality essential to any retailer dealing with direct delivery of big-ticket items.

## Better Control

The InStore Management system allows you to perform cycle counts, merchandise out of stock and physical inventory, thereby getting better control of price offers, discounts and so on.

## Eliminate Paperwork

LS Retail InStore Management automates the store - virtually eliminates paper, saves time and money, increases accuracy and productivity, and the time and work of the personnel can be organized in a more effective way.

## More Efficient Store

LS Retail InStore Management will help you keep your stock on the shelves, your associates on the sales floor and your business competitive. This increases customer satisfaction as your store becomes more efficient and responsive. You also get better control over the return on your investment and can minimize stock.

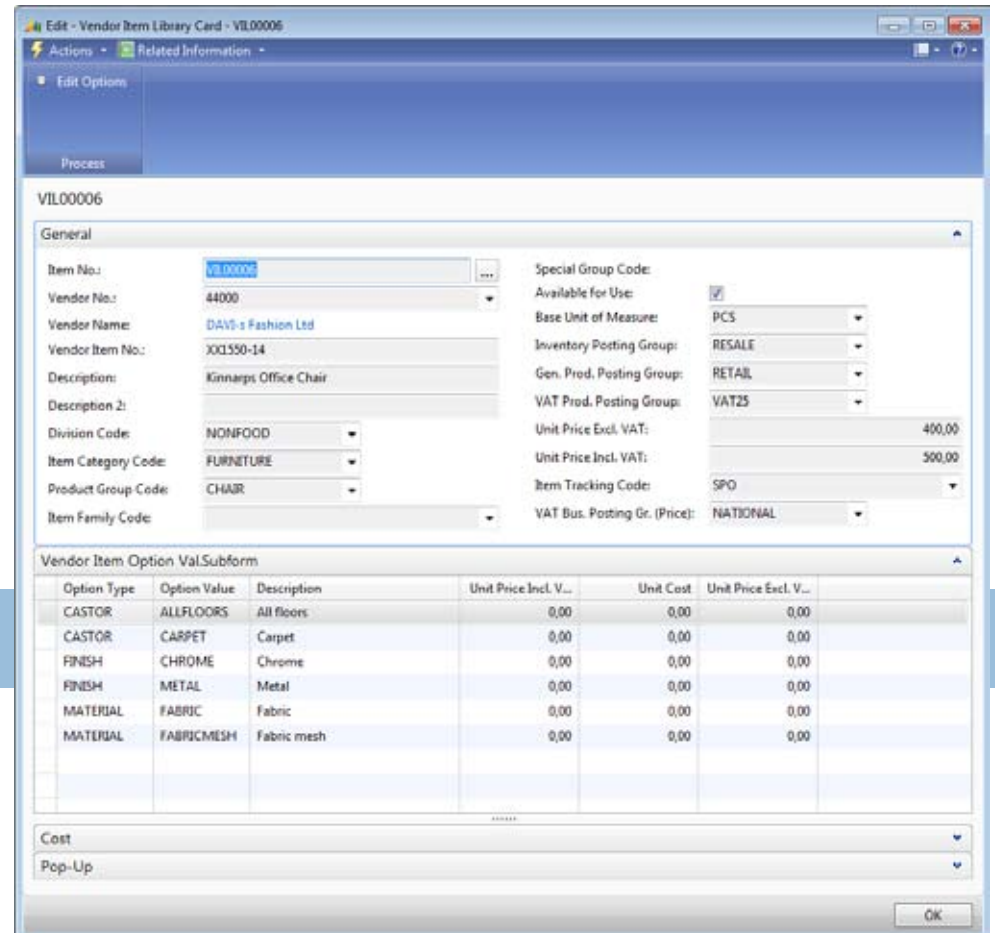
Price Management lets you perform markdowns, mark-ups, missed markdowns and re-ticketing, including the immediate printing of new merchandise tickets.

## Special Order Items are ordered or purchased specifically for you

With LS Retail Special Orders, customers can order customized items based on their own preference – such as sofas with different types of upholstery, clothing garments, computers, electronics, prescription glasses, and many more. Special ordering is not limited to items that need to be customized; it can be used for all items on file.

The orders can be taken either at the POS or via a sales order in the central database. Items can be sourced from different locations and warehouses. Some items can be sourced from the store itself, other from the warehouse or directly from the vendor.

Shipping is flexible as well. Customers can choose to have the goods delivered directly to their home or pick them up either at the store or warehouse. The system can be configured to ask for a pre-payment when making a special order, which can differ between different kinds of products.



*“LS Retail based on Microsoft Dynamics NAV is the most flexible one and adaptable for our needs. This solution gave an opportunity to create a distributed system structure with centralized management when the information entered in the stores arrives at the main office once a day. After the system implementation of the financial accounting system was organized in the company, the logistics was close to ideal. Last year, the turnover of the company grew by 100.”*

Denis Sologub, IT Department Director, Azbuka Vkusa, Russia

## Comprehensive Analysis

### **Reduce Shrinkage**

LS Retail provides reliable, real-time insight into critical aspects of your business, such as: Comparison of stores; breakdown of sales according to time-periods; single employee or staff comparisons; POS terminal comparison or simply POS terminals – with drill-downs over different periods. User-defined alerts ensure that the management can act quickly and effectively, when required.

### **Instant Business Overview**

LS Retail offers a number of options when it comes to viewing and analyzing sales data.

The sales history window gives you an overview over long term sales data. This window is based on posted sales data – usually referred to as Value Entries. Here you can view how your stores have been performing for past periods. You can easily view different periods by clicking the buttons at the bottom of the window. You can also view sales for predefined periods, such as over Christmas and on national holidays.

### **Business Intelligence (BI) Tools**

In addition to the built in Reporting and Analyzing Tools, LS Retail integrates to standard Microsoft BI technology such as Microsoft Office, Excel, Microsoft SharePoint, Microsoft SQL Reporting technology in Microsoft SQL Server Reporting Services – all of which makes it possible for the users to get more out of the data in their Microsoft Dynamics NAV solution. Integration Services, Analysis and Reporting Services. LS Retail also integrates to market-leading Business Intelligence solutions for more complex analysis and scorecard reporting.



Smarter Insight



## LS POS

LS POS is a fast, dependable and powerful POS application with a graphic user interface, working online, or offline for optimal resilience with the online benefits in place at all times.

### Simplicity

LS POS can be used with both keyboard and touch screen equipment, and offers features that make sales transactions easy to set up, manage and process for any retail business. LS POS sets new standards for speed, ease-of-use and error-free processing of retail sales. The system has integrated real-time accounting and powerful inventory control.

## Dynamic POS interface

- **LS POS (Point of Sale)**
  - Touch Screen
  - OPOS support
  - Keyboard support
- **Multiple Hardware**
  - Samples in default
  - User definable
- **Graphics support**
  - On buttons
  - On items
- **Multiple payments**
  - In currency
  - By cards
- **Infocodes**
  - Connected relationship with the customer
  - Customer Interaction at the POS/POS level
- **Multiple Interface Layouts**
  - Samples included
  - User definable
  - Any screen size
- **Multiple Languages**
  - On buttons
  - By staff

# Smarter Service at POS

## Powerful and reliable data replication

LS Retail has an integrated communications module that allows you to easily send data between head office, store and POS. The communications module consists of three parts, the LS Retail Data Director, Transaction Server and the LS Retail Scheduler.

The LS Retail Data Director takes care of high-speed data exchange between different Microsoft Dynamics NAV databases, and other databases that are not based on Microsoft Dynamics NAV. The Data Director was specifically designed to increase the speed of replication over Wide Area Networks (WAN). It uses shorter time to send data and requires less bandwidth than previous generations.

These features are especially important to users who have databases in different areas or regions, as they save communication costs.

### **Built for Performance**

Parallel processing is the main feature of the Data Director, resulting in extremely good performance in LS Retail.

### **Peak Versatility**

The Data Director is versatile. In addition to being able to communicate with all versions of Microsoft Dynamics, it can also communicate with Microsoft SQL Server 2000 and 2005, Microsoft Access and so on.

### **Full Integration**

The Data Director is managed within the familiar Microsoft Dynamics environment. It is fully integrated with Microsoft Dynamics NAV and LS Retail NAV.

### **Scheduling**

LS Retail has a built-in scheduling mechanism that can be used to run batch jobs. The scheduling mechanism is also used to schedule transfers of data between head office and store or from store to POS terminals. These transfers can be done either with Replicator or via the LS Retail Data Director.

The LS Retail Scheduler is a flexible tool that can operate according to a number of parameters. Jobs can be scheduled to run on certain dates and times or with regular intervals.

### **Live Information**

The Transaction Server is used to allow the POS to make online enquiries to a central database while running in standalone mode. This gives the POS a high level of resilience while maintaining access to data in a central database.

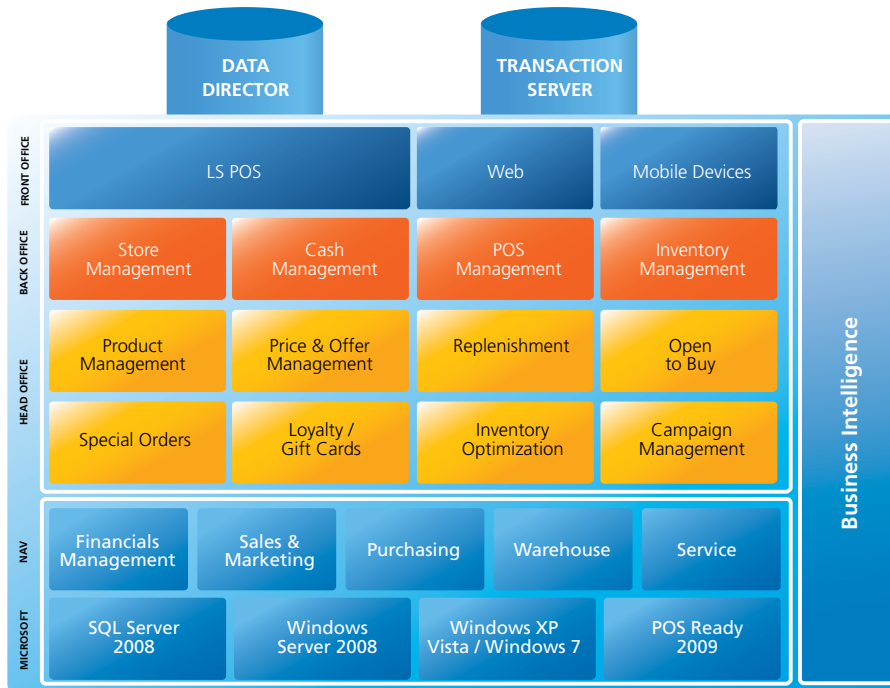
# Smarter Communication

*“We chose a standard product that was easy to configure, and offered complete, real-time overview, from the moment the product enters the warehouse until it is sold to the client.”*

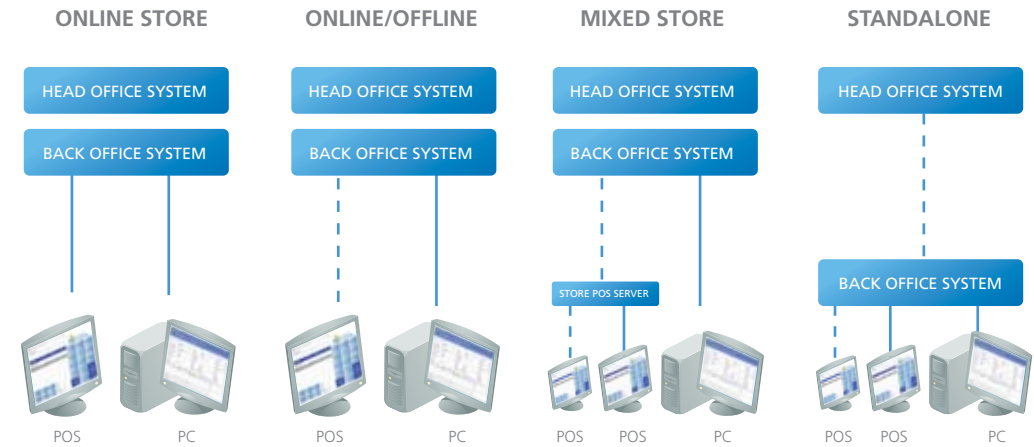
Dr. Andrea Vernucci, Mobile Marketing and Customer Management,  
Wind Telecommunications, Italy



## Rich functionality



## Flexible architecture



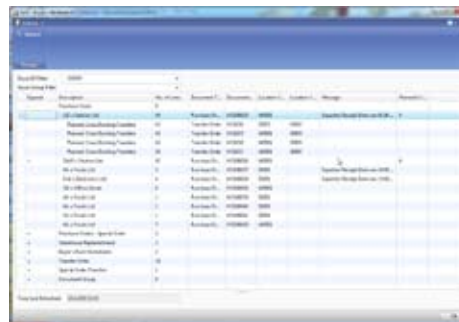
# Flexible Solution Architecture

## Tailored to your people and your business

In Microsoft Dynamics NAV 2009, the user has a choice of two clients: the Classic Client and a RoleTailored Client. The aim with the new RoleTailored Client is to give users the data and functionality they need where they need it, when they need it and in the way they need it.

LS Retail NAV fully supports all the new features in Microsoft Dynamics NAV 2009 from the very first release. Thus the store-manager can have a client suited for his needs, the buyer another one and so on. With Microsoft Dynamics NAV 2009 integration between Microsoft Outlook and Microsoft Dynamics NAV is taken to a new level

and for instance the user can customize how Tasks, Calendar Items and Mail from Microsoft Outlook appear in his home area. When used in the Classic Client, LS Retail Microsoft Dynamics NAV 2009 still includes the Dashboard and also menus that are RoleTailored.



Item No.	Description	Unit	Quantity	Price	Total
1000000000	Item 1	EA	1000	1000	1000000
1000000001	Item 2	EA	1000	1000	1000000
1000000002	Item 3	EA	1000	1000	1000000
1000000003	Item 4	EA	1000	1000	1000000
1000000004	Item 5	EA	1000	1000	1000000
1000000005	Item 6	EA	1000	1000	1000000
1000000006	Item 7	EA	1000	1000	1000000
1000000007	Item 8	EA	1000	1000	1000000
1000000008	Item 9	EA	1000	1000	1000000
1000000009	Item 10	EA	1000	1000	1000000



# Role Tailored User Experience



## About LS Retail

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industry based on Microsoft Dynamics technology.

LS Retail is sold and supported by more than 120 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. All our partners are certified and have undertaken advanced training on LS Retail NAV.

LS Retail is a 2009 Inner Circle and President's Club for Microsoft Dynamics® member and Microsoft Dynamics ISV Partner of the Year for Western Europe 2009.

LS Retail has been installed by more than 1.500 companies with 27.000 stores operating over 55.000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, Kiddicare UK, Dobbies Garden Centres, Dreams, Rivoli Group, aswaaq, Popular Bookstores, Pizza Hut, IKEA, SPAR Belgium, HDS, ABRL Group, Disney Artist Shops, Uninor, Gallo Retail, Inc., Bodycare International, APC Japan, Baltika Group, Cili Pizza, Elie Saab, Wind Italy and many more.



For further information on LS Retail solutions and certified LS Retail partners, please visit [www.LSRetail.com](http://www.LSRetail.com).



Location of LS Retail Offices, Hofdatun 2, 105 Reykjavik, Iceland.

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