Microsoft
Business Solutions

Microsoft Business Solutions
Retail Management System

For today's independent merchant,

success depends on more than just the right store location.

To maintain your competitive edge and help increase profitability, independent merchants like you need point-of-sale and retail management tools that allow you to serve customers effectively, maintain tight control over business processes and performance, and keep pace with any size competitor. Microsoft® Business Solutions Retail Management System gives you the best of both worlds with Store Operations and Headquarters—affordable, easy-to-use solutions that integrate with and adapt to your specific retail needs.

Store Operations

Retail Management System Store Operations allows you to better track and expedite point-of-sale and 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.
- Expand easily to multi-store operations.
- Reduce point-of-sale system and operating costs.
- Can be customized to integrate with QuickBooks, Peachtree, Great Plains® Financials, and other financial applications.

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

Headquarters

Retail Management System Headquarters helps you grow and manage your small chain from the head office or your main store.

- "Poll" 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, analyze, and share information across your entire business.
- Can be customized to integrate with QuickBooks, Peachtree, Great Plains Financials, and other financial applications.

Headquarters allows managers at the head office of a small multi-store business or chain to roll up data from across their stores for a complete view of the business.

Designed for independent merchants like you

Set up and use easily.
Microsoft Retail Management System can be set up quickly, tailored to meet specific retail needs, and can provide access to expert support and assistance from certified Microsoft Business Solutions partners. Built-in wizards and an intuitive user interface help managers and associates learn point-of-sale procedures in minutes. User-defined custom fields allow you to define and track information you want to see on customers, inventory, and suppliers.

Track and manage inventory efficiently.
The Microsoft Retail Management System physical inventory functionality helps eliminate the need to conduct inefficient, manual stock counts, saving time and reducing employee overhead. You also can 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, and weighed. You can also mark items as inactive, maintaining their history without cluttering your reports or inventory views.

Streamline point-of-sale processes.
With Microsoft Retail Management System, associates can work with a customizable point-of-sale screen that lets them 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 clock out with built-in Retail Management System time clock capabilities.

Integrate with accounting.
Microsoft Retail Management System integrates with a number of popular business applications, including QuickBooks, Microsoft Business Solutions Great Plains, Peachtree, third-party applications, and others.
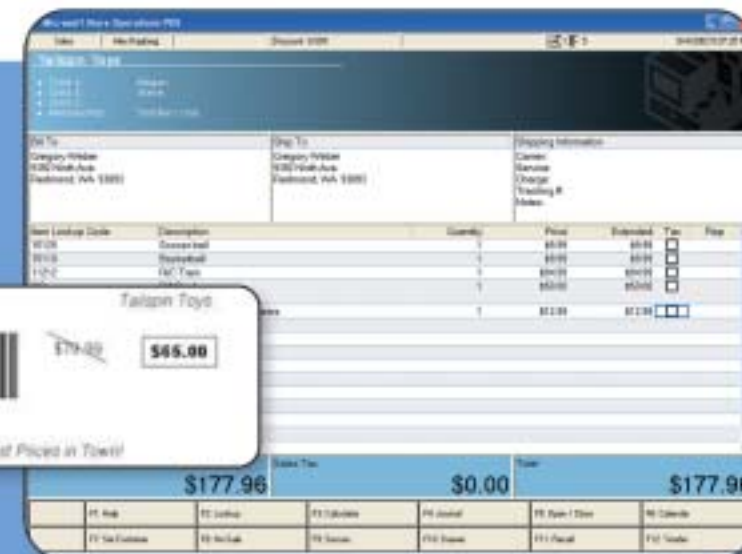
Advanced security features.
Help reduce instances of shrinkage, false returns, credit card fraud, and unauthorized discounts. With 31 different levels of user security features, Microsoft Retail Management System enables managers to help control employee access to sensitive data and track returns efficiently.

Maintain your competitive edge and increase profitability
with point-of-sale and retail management tools.

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

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

Integrate debit and credit card processing

Retail Management System offers comprehensive card processing through a relationship with Citibank Merchant Services. Integrating card transaction processing into business operations reduces data re-entry and also facilitates easier reporting and reconciliation of transactions. You can eliminate the need for separate credit card terminals and associated phone lines, and provide fast, efficient service to your customers. When you sign up, you won't incur additional fees for application, conversion, enrollment, or setup. The only requirement is credit approval.

You can enjoy the benefits of fast, easy, and cost-effective card management from day one!

The Citibank Merchant Services solution accepts most cards carried by your customers, including:

- MasterCard
- Visa
- Diners Club/Carte Blanche
- American Express
- Discover Card
- Corporate purchasing cards
- PIN debit cards

For current card processing rates, visit **www.microsoft.com/businesssolutions/pos** then click on Integrated Card Processing.

With Retail Management System version 1.2, Citibank Merchant Services now offers integrated processing for PIN-based debit cards for the NYCE®, STAR®, and Interlink® debit networks. Merchants must have certified PIN pad hardware with their Retail Management System to utilize this feature. Citibank Merchant Services debit card processing is highly secure with nationwide availability so you will be able to accept cards from almost any customer. Usage of PIN-based debit cards among consumers has grown considerably over the past few years, and risk is lower for the retailer with PIN debit, making it a win-win situation for everyone!

There are three requirements that allow you to take advantage of Citibank Merchant Services' special offer through Retail Management System:

1. Your application must first be approved by Citibank Merchant Services. Download the application form at **www.microsoft.com/businesssolutions/pos**.

2. You must be running Retail Management System version 1.1 or higher.

3. You must have an Internet connection (broadband is recommended).

It is also recommended that you have an integrated magnetic swipe and a PIN pad in place in order to obtain the full benefits of Retail Management System.

Improves productivity and business performance

Increase knowledge of operations.
Use Microsoft Retail Management System to 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 into Microsoft Office Excel directly.

Offer superior customer service.
Microsoft Retail Management System helps your staff 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.
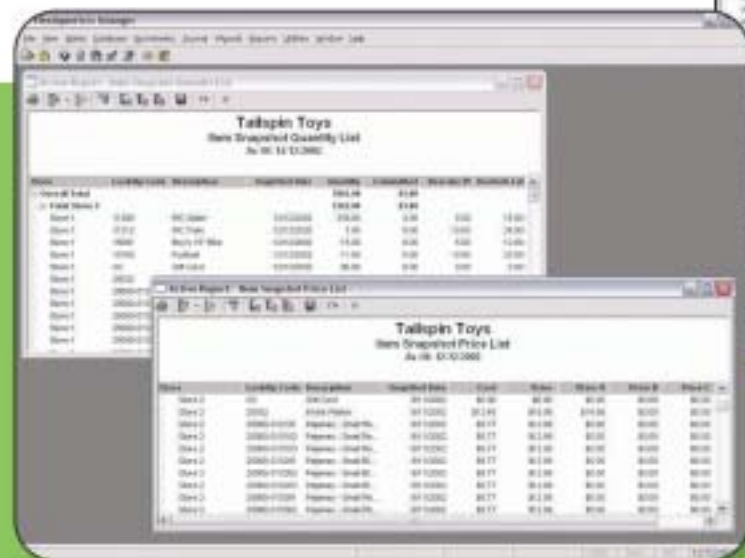
Improve inventory and supplier management.
Replenish top-selling items efficiently and negotiate lower purchasing costs by tracking item movement and vendor histories.
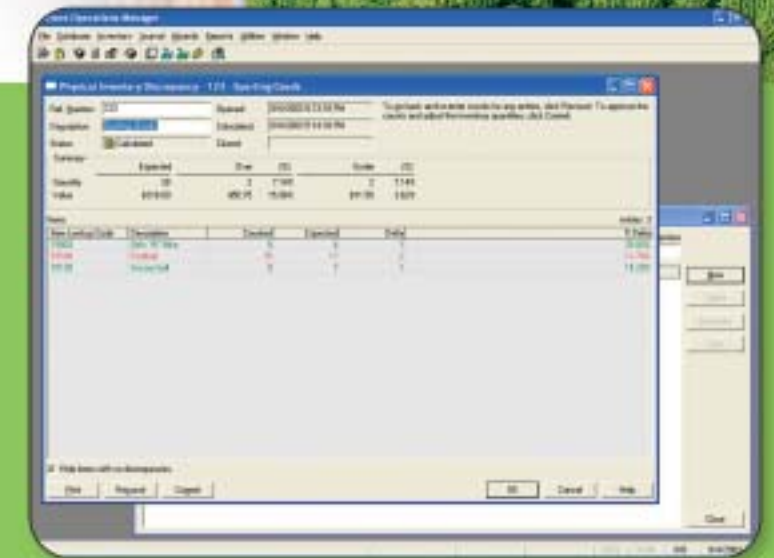
Increase sales and build customer loyalty.
Microsoft Retail Management System offers the tools and information you need to help increase revenues from existing customers.

- Send targeted mailings with special offers and promotions to selected customers.
- Display up-sells so that associates can mention them.
- Advertise products to customers in line.

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.

- *Get maximum flexibility from powerful, XML-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.*

Affordable out of the box, with functionality to help provide a quick return on your investment

Maximize cash-in per customer.
Use Microsoft Retail Management System to make the most of every transaction: target customer preferences to suggest up-sells and cross-sells, and advertise other products at point of sale with on-screen graphical displays.
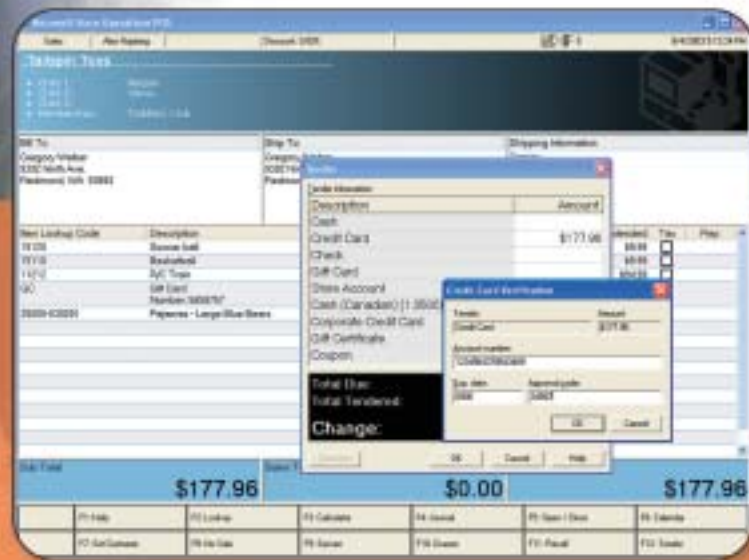
Minimize labor costs.
Easy to learn and use, Microsoft Retail Management System helps managers and associates get up to speed quickly. Comprehensive functionality and shared data systems reduce the need to re-enter information, freeing your staff to focus on managing and selling more effectively. And 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 vendors who offer the best service and the lowest prices.

Leverage your existing systems and hardware.
Microsoft Retail Management System is compatible with Microsoft Windows® 98, Second Edition and later operating systems, and supports popular point-of-sale peripherals through support of the OPOS (OLE for POS) standard including receipt printers, magnetic stripe readers, bar code scanners, and more. You also can integrate Microsoft Retail Management System with various PDA, mobile, and wireless solutions.

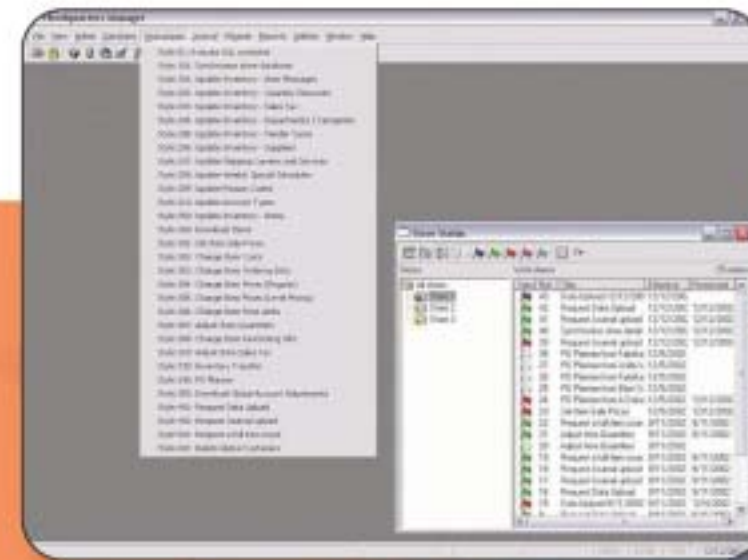## Grows with your business

Expand easily.
Ready to open a new store? With Microsoft Retail Management System, you can help protect your investment and keep the same software and systems as your business grows into multiple stores and retail channels. As you add customers and products to your system, flexible Microsoft SQL Server™ 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 Business Solutions partner can provide support and assistance with customizing, integrating, and scaling your solution.

Count on Microsoft.
With Microsoft Retail Management System, you can begin a long-lasting relationship backed by one of the world's leading technology providers. Microsoft Business Solutions is a family of connected applications and services for small and mid-sized businesses, with years of experience delivering business applications and services known worldwide for top quality.

Technology within reach

- Built to work on low-cost PCs, Microsoft Retail Management System can be expanded to operate over LANs, keeping operational tasks simple as your business grows.

- Runs with Microsoft Windows 98 SE, Windows Millennium Edition, Microsoft Windows NT® 4.0 with Service Pack 5, Windows 2000, and Windows XP.

- Supports point-of-sale 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 scale up to terabytes of information.

- Integrates via 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.

For more information on
Microsoft Retail Management System:
Web site: www.microsoft.com/BusinessSolutions/POS

Phone: In the United States and Canada, call (800) 246-5420
E-mail: mgpinfo@microsoft.com

Or contact your Microsoft Business Solutions Partner.

For more information on Citibank Merchant Services,
visit www.merchantservices.citibank.com or call (877) 284-0310.

- *Customizable tender functionality supports card processing, check validation, split tenders, and foreign currency.*

- *Manage communications across your business with 30 different polling/communications functions.*

- *Track and monitor information exchange status for every store from a central location.*