



## **A Top Ten List: Why Your Company Should Be Using Microsoft Dynamics Retail Management System (RMS)**

We know you're out there. You have to be at work at o'dark thirty, but you simply cannot help yourself. You have to stay up late enough to catch a glimpse of David Letterman's famous Top Ten List. Whether he is poking fun at a political figure, making wise-cracks about the latest and greatest gifts and gadgets, or even listing the many reasons one should own a goat, he makes you laugh.

This Top Ten List is for you. It is the perfect marriage of business and pleasure, of profit and play, of ROI and LOL. Excellent.

Without further ado, we bring you the Mid-Morning Show's Top Ten List of the day:

### **Top 10 reasons to buy Microsoft Dynamics Retail Management System (RMS) and 10 Ways we can equip you to compete in a demanding, constantly changing retail marketplace.**

**1. You can make better use of your employees' time and energy.** Equipped with a familiar, Microsoft Office-like interface, a host of automated operations, and integrated information, your staff can focus on keeping pace with customer demand for products, and delivering superb service, even if they're new to their jobs. Associates can learn basic POS functions in minutes, while managers can ensure smooth operations at both the store level and at headquarters with real-time visibility into inventory, purchasing, and sales performance and trends.

**2. Fast, flexible transaction processing lets you keep pace with retail giants.** Today's customers simply expect checkout processes to go without a hitch, even for complex requests and transactions. With Microsoft Dynamics RMS, associates can check prices, availability, and stock location instantly. They'll be able to access complete customer information, manage multiple tenders and partial payments, and process debit and credit cards without the need for expensive middleware and high transaction fees. They can also quickly create and process returns, back orders, sales quotes, work orders, and layaways.

**3. Maintain tight control over products, shelf space, and suppliers.** Microsoft Dynamics RMS is designed to help retailers respond rapidly to consumer demands, ensure efficient replenishment, and build cost-effective relationships across the entire supply chain. You can effortlessly track and manage inventory using any stock and sales method and a wide range of inventory types, and help reduce theft and shrinkage with system security. Specialty retailers in

particular will welcome easy-to-use wizards that simplify management of complex, multi-dimensional inventory. Just as important, automated, customizable purchasing functionality gives you the control and flexibility you need to keep pace with specialized ordering requirements.

**4. Transform silos of information into a connected enterprise.** Integrate your head office, individual store offices, and POS information and processes. Microsoft Dynamics RMS delivers a complete POS solution that integrates with a number of Enterprise Resource Planning (ERP) and accounting applications such as Microsoft Dynamics GP, providing retailers with an end-to-end retail and financial management solution for managing a multi-store network. Along with reducing data entry and helping eliminate errors, your connected solution can help you adapt smoothly to changing mid-market requirements and drive a lower cost of ownership.

**5. Focus on innovation and growth.** Thousands of retailers are using Microsoft Dynamics RMS to meet demanding small and mid-market requirements. As you continue to grow your business across stores and retail channels, Microsoft SQL Server database technologies provide a flexible database for setting up new stores, managing and storing virtually unlimited information, and exchanging data across platforms to reach a global network of customers, partners, and suppliers. You can also extend the reach of your business and sales operations with add-on solutions from independent software vendors (ISVs), including e-commerce, mobility, business intelligence, and merchandising.

**6. Simplify complexity with centralized control of store information.** Microsoft Dynamics Retail Management System Headquarters equips multi-store businesses or chains to roll up and manage data for all stores from the head office. From one central location, you can view, analyze, and share information across your entire business, as well as manage purchasing and inventory chain-wide, by region, or by store. Centralized control over pricing helps ensure accuracy across all your stores and enables you to set up and monitor flexible pricing structures, discounts, promotions, and sales at both individual stores and chain-wide.

**7. Stay on top of performance with accurate, timely data about sales, profitability, inventory, and customers.** Put your information to work with more than 100 standard reports and the ability to analyze and share information in multiple formats. You can know exactly what's selling best, who's buying, and when—by department, category, or store—decide on a dime what to buy or mark down, and track return on investment (ROI) for marketing initiatives.

**8. Hardware requirements won't put you out of pocket.** Microsoft Dynamics RMS can work with your existing computers or OPOS (OLE for POS) compatible peripherals. You can also purchase complete software and hardware packages from leading providers, designed to



maximize affordability and quality for your total solution.

**9. Gain peace of mind with a solution designed to drive down ownership costs.** Whether you want to simply install Microsoft Dynamics RMS in a few stores or deploy a chain-wide enterprise solution tailored to specific requirements, you can count on a flexible platform designed for integration and growth, rapid implementation, and expert assistance from your local Microsoft Certified Partner. Just as important, you'll have the backing of comprehensive maintenance and support that ensures you're current with updated releases and provides you with fast resolution of questions and problems.

**10. Go ahead and take that vacation.** Microsoft Dynamics RMS lets you stay in control of your business even when you're out of the office. Because your business processes are based on an integrated, automated system, your operations can run smoothly whether you're on site or away. Automated tracking for all transactions and inventory movement helps reduce shrinkage, false returns, credit card fraud, and unauthorized discounts. Plus, built-in user security ensures employees have access only to the data they need to do their jobs. The result? Freedom to go home at the end of the day—or even to take the vacation you've put on hold.