

A man with dark hair, smiling, wearing a grey patterned button-down shirt and a blue apron. He is holding a brown clipboard and a black pen. The background is a cluttered store with shelves of various items.

**Microsoft**  
Business  
Solutions

FOR TODAY'S INDEPENDENT RETAILER,  
success depends on more  
than just the right store location.

MICROSOFT BUSINESS SOLUTIONS RETAIL MANAGEMENT SYSTEM



Microsoft Retail Management System has helped us grow significantly, and squeeze more profit out of every dollar.

—J. Lindholm  
CEO, The Wine Club

## 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. Track and expedite POS and business processes better with Store Operations.

- 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.
- With the help of a Certified Partner, customize Store Operations to integrate with QuickBooks, Peachtree, Microsoft® Business Solutions–Great Plains®, and other financial applications.

## Microsoft Retail Management System Headquarters

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

- “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.
- With the help of a Certified Partner, customize to integrate with QuickBooks, Peachtree, Microsoft Business Solutions–Great Plains, and other financial applications.

## Designed for independent retailers like you

### Set up and use easily.

Microsoft Certified Business Solutions Partners provide expert support and assistance to quickly set up and tailor Microsoft Retail Management System to meet your specific retail needs.

MAINTAIN YOUR COMPETITIVE EDGE AND HELP  
increase profitability.

POINT OF SALE and retail management tools 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 Store Operations and Headquarters provide affordable, easy-to-use solutions that integrate with and adapt to 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 Microsoft Excel and Microsoft Word, 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 accounting.

With the help of a Certified Partner, Microsoft Retail Management System can be customized to integrate with a number of popular business applications, including QuickBooks, Microsoft Business Solutions Great Plains, Peachtree, and other third-party applications.

### Advanced security features.

Help reduce instances of shrinkage, false returns, credit card fraud, and unauthorized discounts. With 31 levels of user security features, the system enables managers to help control employee access to sensitive data and track returns efficiently.

## 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 Microsoft Office 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.

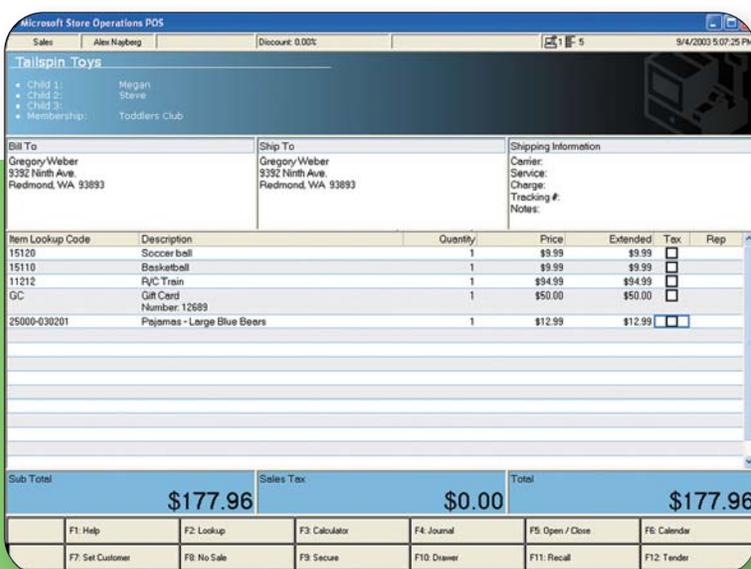
### Improve inventory and supplier management.

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

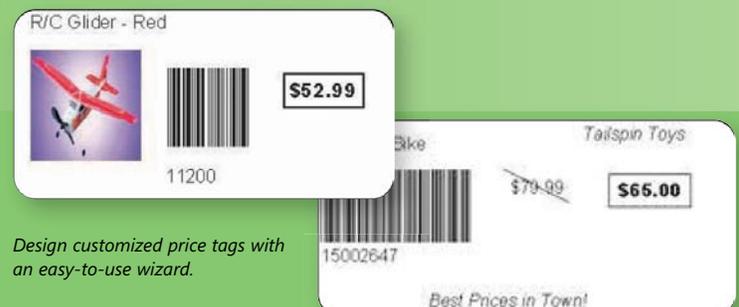
### Increase sales and build customer loyalty.

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.



- 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.





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

## RETAIL MANAGEMENT SYSTEM OFFERS integrated merchant services.



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.



## Vertical Solutions

If you're a small retailer looking for a computerized solution to manage your everyday tasks, you're likely having difficulty finding one that will meet the particular needs of your business. 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 — or retail-hardened POS equipment — with Microsoft customized software, it's easier for you to automate your business and manage your store more efficiently.

Depending on the size and complexity of your business, you can choose from standard or deluxe bundles starting at \$2,999 (estimated retail price\*) for each of the four retail types listed below, as well as for general-merchandise retail. In addition, your new automated solution will be installed by a certified Microsoft partner near you — someone who will get you up and running fast.

### Sporting Goods

Succeeding as a sporting goods retailer depends on inventory that's lean and moving at top speed, as well as on the ability to build a loyal customer following with fast, effective service that meets specific demands. Microsoft Retail Management System helps sporting goods retailers build profitability by providing ready access to the information needed to make smart business decisions.

### Gift

Gift retailers know that to be profitable they need to make the smartest possible buying decisions, keep inventory moving at a brisk pace, and provide the personalized yet efficient service that builds customer loyalty. Microsoft Retail Management System provides gift retailers with the ability to manage these priorities and keep pace with changing customer demands with efficient, easy-to-use POS processes and ready access to information about sales trends and performance.

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 of \$2,999 is for a standard POS system with software and hardware as shown below.

FIND OUTSTANDING BENEFITS FOR  
key retail verticals.



If your retail operation specializes in selling 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.

## Beer/Wine/Liquor

For specialty beverage retailers, business success depends on the ability to keep shelves stocked with fast-moving, profitable products and to maintain tight control over supplier relationships. Microsoft Retail Management System helps wine/beer/liquor retailers provide efficient, knowledgeable service that assures customers that you'll have the items they want, when they want them—and that they won't be waiting in a long checkout line after they've finished shopping.

## Specialty Apparel

For businesses that focus on providing specialty apparel and accessories, Microsoft Retail Management System supports specialty apparel store operations that run as smooth as silk, with item look-ups tailored to your store's needs, matrix inventory tracking, and replenishment that can accommodate fast changes. It helps you give customers a seamless buying experience, while identifying the best customers and keeping them coming back.

## 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 Certified Business Solutions 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 Business Solutions is a family of connected applications and services for small and medium-size businesses, with years of experience delivering business applications and services known worldwide for top quality.

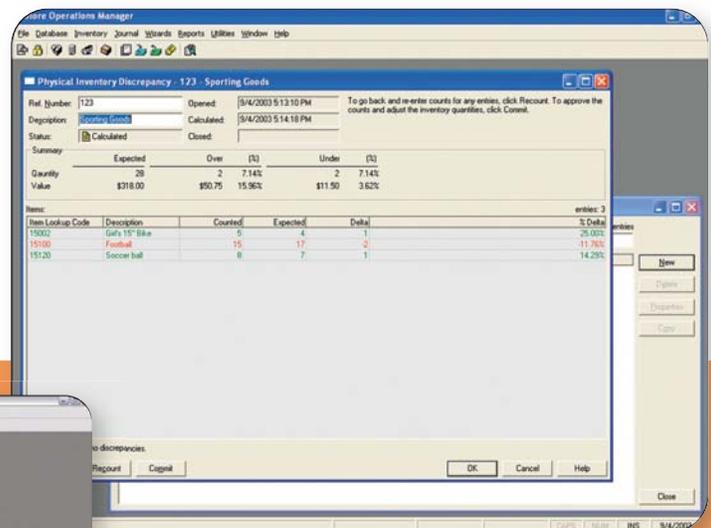
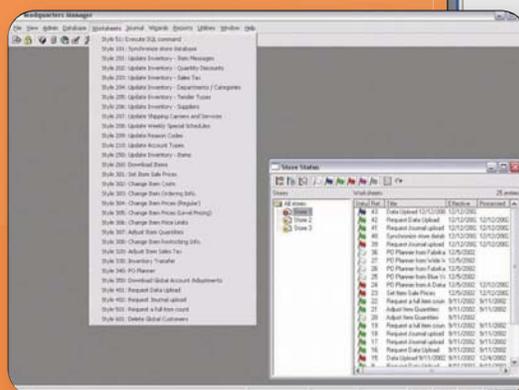
## Technology within reach.

- 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® 98 SE, Windows Millennium Edition, Windows 2000, and Windows XP.
- Works with familiar Microsoft Office System applications such as Excel and Word, 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/pos](http://www.microsoft.com/pos)

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.



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.

