



Work Smart in Retail

LS RETAIL AX

Add-on Solutions for Microsoft Dynamics AX for Retail



LS RETAIL



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

- Useful customer information is non-existent
- Scalability of the solution
- Integration of different systems within the retail operation is complex
- 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
- Prevention of fraud in stores

LS Retail AX is a Suite of Add-on Retail and Hospitality Solutions for Microsoft Dynamics AX for Retail

Drive growth and foster lasting customer relationships with an end-to-end retail solution that connects people, information, and processes across your organization — reducing complexity from sales to supply. Microsoft Dynamics AX for Retail can connect critical point-of-sale (POS) and headquarters processes with enterprise resource planning (ERP) and financials right out of the box for a comprehensive solution that delivers value in every area of the organization.

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. LS Retail originally developed the LS Retail AX solution that was acquired by Microsoft. Microsoft Dynamics AX for Retail was released in August 2010 and is intended to become a major player in the market for retail solutions. For LS Retail it was a logical step to utilize the expertise within the company to develop solutions to enhance the new product coinciding with the release of Microsoft Dynamic AX for Retail. These add-on solutions plus the expertise within LS Retail's Consulting Services will give our partners and customers a strong foundation to pursue the competitive retail market.

Smart and Cost-effective with Low Total Cost of Ownership (TCO)

Since Microsoft Dynamics AX for Retail and LS Retail AX is built on Microsoft products and technology, you can maximize your current IT investments for fast return on investment (ROI). You also can innovate by adding functionality at a faster pace and in a more cost-effective manner, enabling you to scale your operations, add locations, and change processes as new retail opportunities arise.



Connected Experience



Becoming a Dynamic Retailer with Microsoft Dynamics AX for Retail and LS Retail AX

Shopping has evolved to become a truly multichannel experience for today's shoppers who are digital, social, mobile, enabled and informed. Faced with these digitally empowered multichannel consumers, retailers are being challenged to operate faster and smarter across their organizations to achieve deeper customer loyalty and maintain a competitive edge. Moving forward, retailers will transform their businesses into more agile enterprises and drive customer centricity as a core value.

The integration, control and role-tailored capabilities of Microsoft Dynamics AX for Retail help retailers address these challenges and become dynamic. Microsoft Dynamics AX for Retail and LS Retail AX offers further value in addressing today's retail needs and includes the following enhancements:

- **Insight.** Retail Role Centers mean key data can be surfaced quickly and easily, helping people make more informed decisions and be productive.
- **Loyalty.** Expanded scenarios and centralized management out of the box help retailers enhance the customer experience.
- **Simplicity.** New interfaces for assortment and item management speed workflows and help drive productivity.
- **Global availability.** New localizations and translations further support the needs of multinational and growing organizations.

Are Your Stores Performing?

LS Retail Portal - Market Leading Enhancements for Store Managers

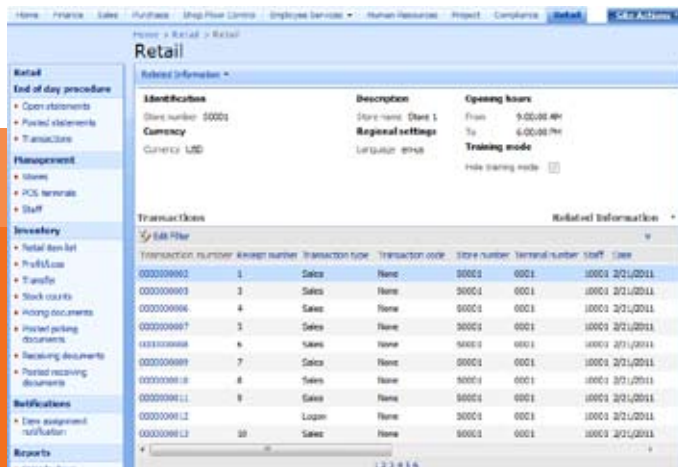
The LS Retail Portal provides store managers with a comprehensive set of tools that allow them to run their stores at peak efficiency with more control and reduced risks of failures and mistakes.

LS Retail Portal allows store managers to manage more efficiently and more effectively. Built on renowned, industry-standard Microsoft products, and with guaranteed conformity with Microsoft standards, this portal provides instant access to data through a familiar interface in a standard web browser. It also processes data and presents lists, statements, reports and other information to assist store managers track stock levels, check and adjust prices, assess profit and loss, view transactions, maintain journals and manage store personnel. The system will also keep managers informed about deliveries, notified them about activities requiring attention and keeps track of outstanding issues.

Store managers can do this from any computer with internet connection. Employing a graphic user interface that is familiar and intuitive for all users, the Portal provides a set of custom tools and views that harness and enhance the extreme power of Microsoft Dynamics AX for Retail technology.

The portal has been specifically designed and built for retail store managers who need precision, easy access to data, flexibility and control - information is always up to date and easy to find through a logical navigation system.

Store managers can easily oversee critical business processes in a graphic environment that is comfortable to use but does not compromise power, flexibility or accessibility. This is a role-tailored client solution that simplifies day-to-day use of the underlying system without limiting access to powerful specialist functionality whenever it is required.



The screenshot shows the 'Open statements' portal interface. It features a table with the following columns: Statement number, Store number, Store name, Lines, Calculated date, Calculated time, Posting date, and Confirmed. The table contains several rows of data representing open statements.

Statement number	Store number	Store name	Lines	Calculated date	Calculated time	Posting date	Confirmed
010000028	00001	Store 1	1	4/15/2011	9:04:43 PM	4/15/2011	<input type="checkbox"/>
010000029	00001	Store 1	1	4/15/2011	8:08:46 PM	4/15/2011	<input type="checkbox"/>
010000030	00001	Store 1	1	4/15/2011	8:13:03 PM	4/15/2011	<input type="checkbox"/>
010000031	00001	Store 1	1	4/15/2011	8:13:41 PM	4/15/2011	<input type="checkbox"/>



LS Retail Staff Commission

Many retailers want to accurately measure the true performance of the staff, motivate the staff to sell more, and increase and improve customer service.

LS Retail Staff Commission allows retailers to efficiently manage commission in exactly the way that suits their business best. With this solution it is possible to set up targets for sales personnel in order to drive up sales and create a structure for dividing commission among staff, based on various criteria. The reporting features of the solution give the management and staff a good overview of the status of sales campaigns with regard to commission.

Staff commission acts as an incentive for sales personnel and is used to boost sales, including the sale of promotional goods, and to get rid of old stock. It offers reports and analysis that could be transferred to human resources and used as a part of bonus payments for the personnel.

The commission can be set up as a percentage of sales revenue, percentage of margin or percentage of pre-posted or posted discount. A condition for using this tool is setting up sales group hierarchies.

Commission at the Fingertips of Retailers

There are three options for setting up the commissions: commission percentage, fixed amount commission and sales target bonuses.

A certain commission percentage can be assigned to a sales group as a percentage of selling selected items or an item group. This percentage can be further assigned to more sales groups or individual sellers – with a flexible hierarchy rule including seller, local sales manager, regional sales manager and so on. When selling the item (item group), the commission transaction is executed for each of them. It can be easily monitored and analyzed.

Fixed amount commission has an additional advantage. The commission could be set up even

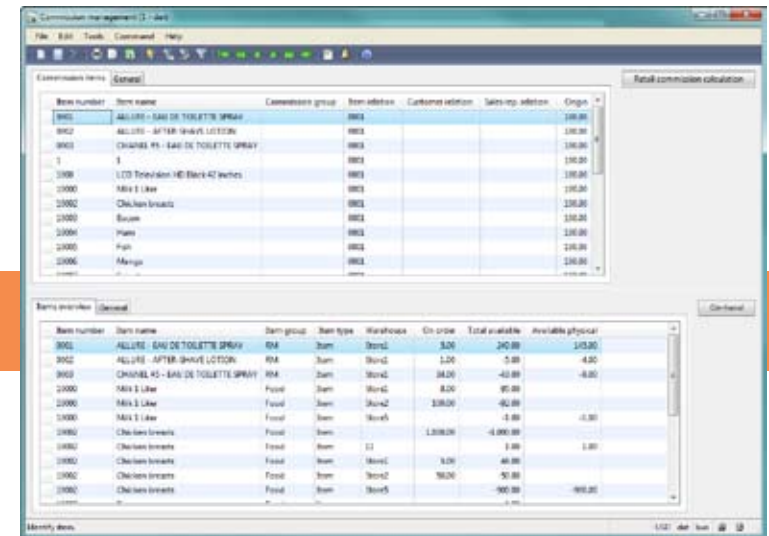
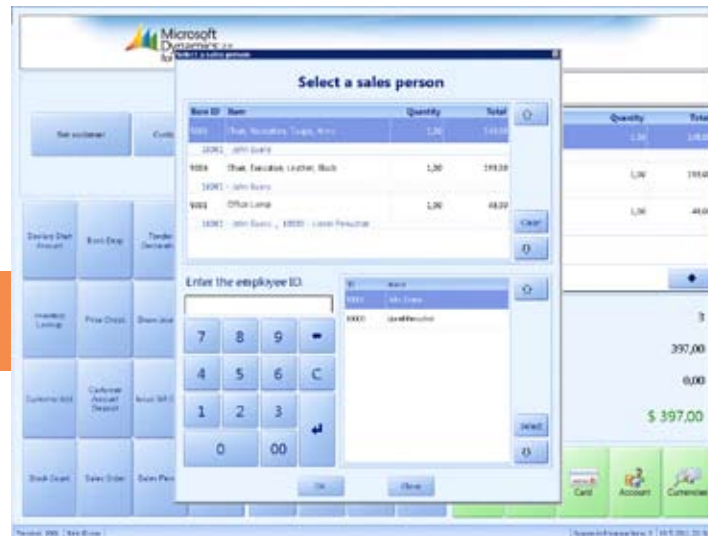
below zero value (that is: margin). This is very useful especially when a retailer needs to get rid of items on stock, for instance electronic items that are technically out of date. Very often it costs more to dispose of them than to sell them with no or negative margin. To stimulate the staff to sell these items, an attractive fixed commission could be set up for an item or group of items.

Sales target bonuses in combination with the local human resource policy can be set up in the system. It could be the total sales amount (sales revenue), margin or discount for a certain period of time. For example if a sales target (10.000 USD margin) is achieved, the assigned bonus for a specific sales group is 10 % of the margin. It is very easy to check the progress of this incentive and the system can also suggest items to be sold

to reach the goal. Several sales-specific reports are available for tracking this.

Staff Commission for AX can be connected to the Mix & Match, Multibuy and Discount Offer modules and the commission is activated only by selling a certain combination. For instance, you can set up a commission for selling an electronic item but only if the seller sells a service plan too. The choice of combinations is endless.

The commission can be allocated to any sales group created. This way the seller does not have to worry if his/her ID is not registered at POS level (to accumulate earned commission). The options for hospitality in the context of staff commission should also be considered here.



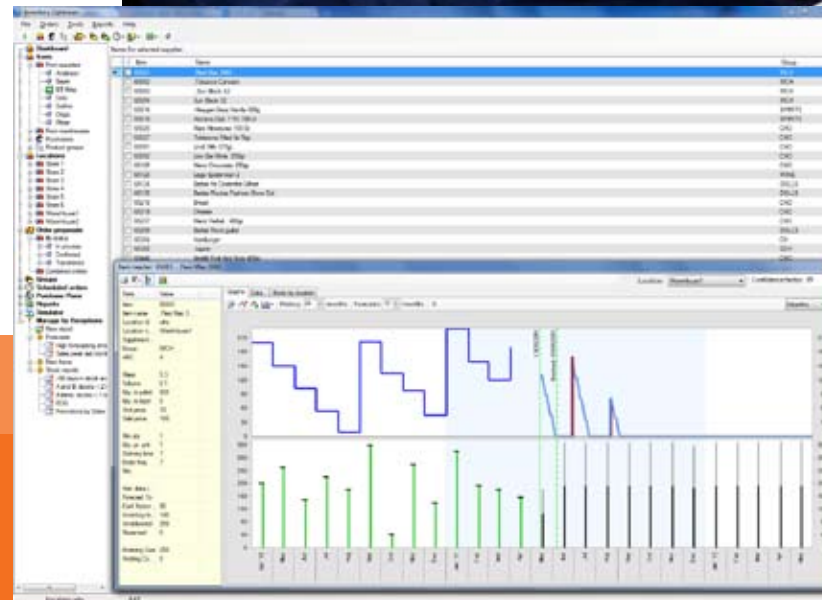
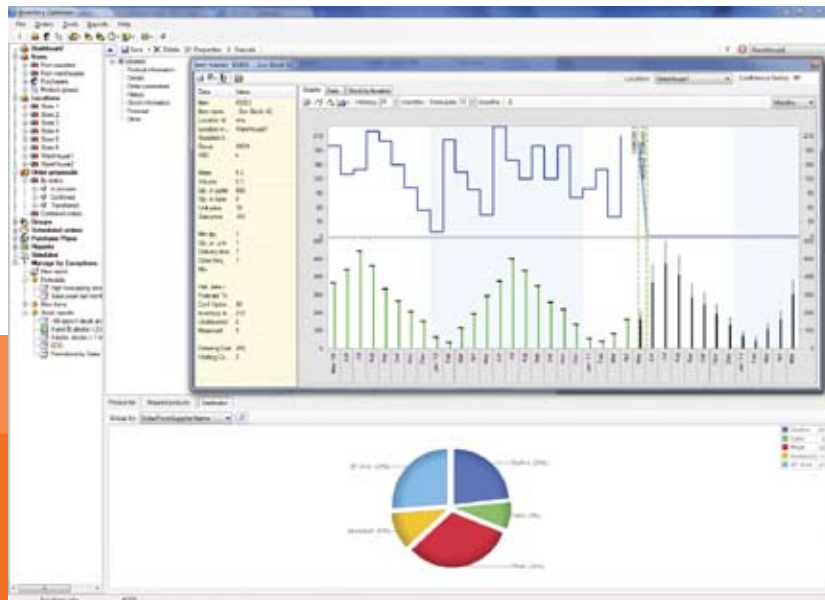
LS Retail Inventory Optimiser

Inventory Optimiser is a Demand Planning and Inventory Optimisation solution that minimizes both inventory costs and shortages. It uses data from the existing ERP system to determine forecast values.

From these values, the system then dynamically calculates order proposals and safety stock, taking into account the service level, inventory status, lead times, minimum order quantities and the item replenishment lead time.

Major advantages:

- Seamless integration with Microsoft Dynamics AX
- Automatic forecasting and order generation
- Defining workflow rules (further processing of purchase proposals)
- Creating purchase requisition journals
- User-friendly tracking status of requisition orders
- Very effective and simple to use with graphical data view





LS Retail Meal and Recipe Management

Meal and Recipe Management is designed for the catering business. The solution allows you to create ingredients and build up recipes. You set up menus that are a collection of dishes and are valid on certain weekdays. For each menu, you create day plans where you assign the actual recipes or items to the dishes offered, set the dish prices and plan how many portions you are going to make. Recipes are a collection of ingredients and/or other recipes and additional items with the quantities that make up one portion. With LS Retail Meal and Recipe Management you can effectively manage your catering business.

Meal Planning

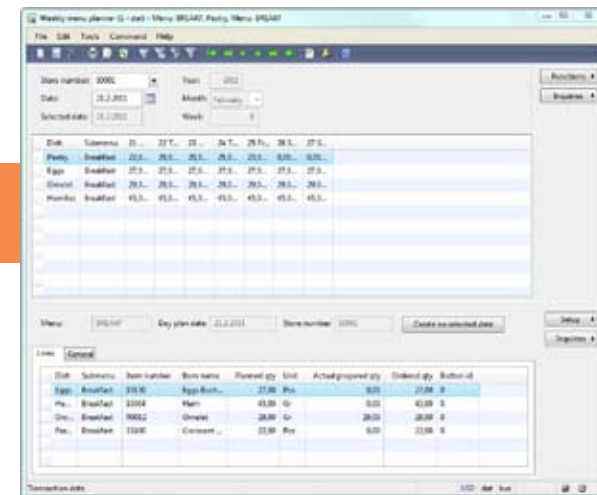
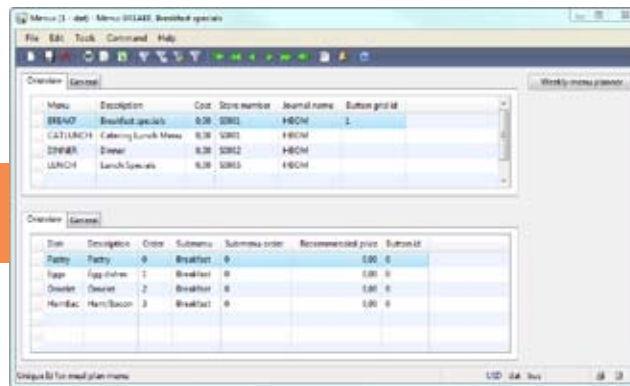
When you plan meals, you create menus that are a collection of dishes and are valid on certain days. For each menu you create day plans in specific restaurants where you assign the actual recipes or items to the menu, set dish prices and plan how many portions you are going to make. The menus are then updated on the POS.

To order the ingredients you need for preparing a menu, you create requisition worksheets for the day plan. You can also create requisition worksheets based on weekly plans. The Weekly Menu

Planner shows the day plan menus for the selected menu and restaurant for one week at a time.

Here you can:

- Get an overview of the dishes planned
- Create day plans and design your weekly menus
- Copy the menus set for a day to other days, periods or restaurants
- Print day plan menus showing the recipes behind the dishes for the day, with quantities updated to make up the number of portions planned
- Print customer menus with a description of the dishes for the day (they can be multilingual, grouped by submenus and showing nutritional information)
- Prepare recipes for the day or week
- Create requisition for the day or week



Recipe Management

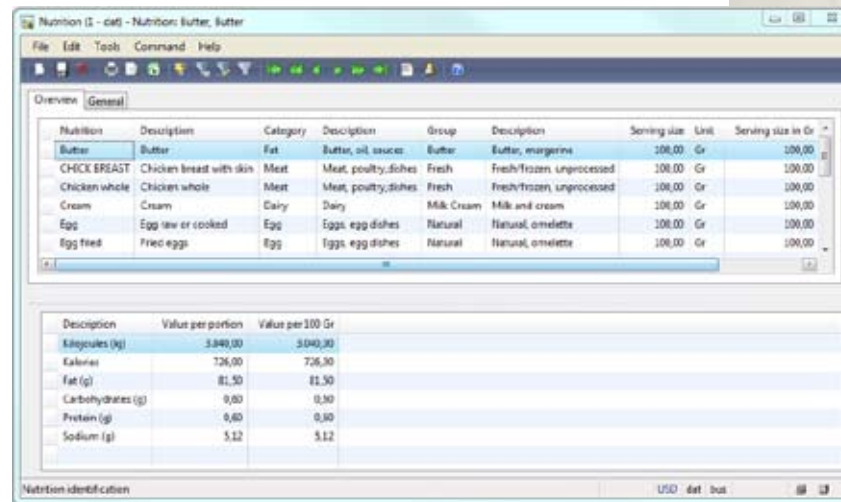
Recipes can be the central item unit of the restaurant. Recipes are a collection of ingredients and/or other recipes and additional items with quantities that make up one portion. You set up pricing and cost for recipes in the same way as you set up pricing and cost items.

With recipes you can:

- Use grouping by main ingredient, style and category
- Register production time and instructions for cooking
- Register additional items, such as utensils and trays
- Use sets of different ingredients temporarily and then go back to the normal recipe by maintaining recipe versions
- Register the quantities of the recipe ingredients for a set number of portions, letting the program calculate the quantities for one portion
- Register the recipe quantities for each ingredient in any unit of measure while the program takes care of calculating the quantity in the recipe base unit of measure (you set up unit comparison with conversion factors that define how one unit is converted to another)
- Store and display nutritional information showing the nutrient values of your choice
- Copy a recipe and change its size at the same time

Nutritional Value

You can store and display nutritional information for recipes showing the nutrient values of your choice. You can enter the values for the recipes and ingredients manually. You can let the system calculate the values for recipes based on their ingredients, or you can build a list of nutrition facts for products and assign an entry from that list to a recipe or an ingredient. This is useful if you want to import a ready-made nutrition list into your system.



The screenshot shows a software window titled "Nutrition (1 - cat) - Nutrition: butter, butter". It features a menu bar (File, Edit, Tools, Command, Help) and a toolbar. The main area is divided into "Overview" and "General" tabs. The "General" tab displays a table with columns: Nutrition, Description, Category, Description, Group, Description, Serving size, Unit, and Serving size in Gr. Below this is a summary table with columns: Description, Value per portion, and Value per 100 Gr.

Nutrition	Description	Category	Description	Group	Description	Serving size	Unit	Serving size in Gr
Butter	Butter	Fat	Butter, oil, sauces	Butter	Butter, margarine	100,00	Gr	100,00
CHICK BREAST	Chicken breast with skin	Meat	Meat, poultry,dishes	Fresh	Fresh/frozen, unprocessed	100,00	Gr	100,00
Chicken whole	Chicken whole	Meat	Meat, poultry,dishes	Fresh	Fresh/frozen, unprocessed	100,00	Gr	100,00
Cream	Cream	Dairy	Dairy	Milk, Cream	Milk and cream	100,00	Gr	100,00
Egg	Egg raw or cooked	Egg	Eggs, egg dishes	Natural	Natural, omelette	100,00	Gr	100,00
Egg fried	Fried eggs	Egg	Eggs, egg dishes	Natural	Natural, omelette	100,00	Gr	100,00

Description	Value per portion	Value per 100 Gr
Kilojoules (kj)	3840,00	3040,00
Kalorien	726,00	726,30
Fat (g)	81,50	81,50
Carbohydrates (g)	0,00	0,00
Protein (g)	0,80	0,80
Sodium (g)	5,12	5,12



Smarter Planning and Catering



LS Retail Loss Prevention

According to the National Retail Federation's annual Return Fraud Survey, the loss for retailers caused by returned fraud reached 13.95 billion USD in 2010. The most common types of return and cashier's fraud are conducted by fraudulent customers and cashiers.

Do any of the following scenarios sound familiar?

- Cashier makes legitimate sale, keeps customer receipt, then uses receipt to process false void
- Cashier voids sale. The item is then subsequently refunded (despite having been voided)
- Understated sales. Cashier makes sale, takes cash, but only rings through a portion of the sale (smaller cost or quantity)
- Cashier rings in a sale at a lower amount than the item is priced
- A person takes merchandise from the shop floor, "returns" it using discarded customer receipt
- Multiple refunds, from different assistants, using the same receipt (the cashier doesn't retain the original receipt)
- Multiple refunds, from different stores, where the same item is returned twice (the cashier doesn't retain the original receipt)

LS Retail Loss Prevention's foundation is built on a set of triggers that assist organizations in identifying areas where losses are being incurred and ultimately to stop or prevent future occurrences.

The setup for these triggers can be defined by the user, such as percentage thresholds, time limits, transaction types and more.

Following are examples of some triggers in the system:

- Return over x amount
- Returns outside normal hours
- Void lines over x %
- Discount greater than x %
- Sold below cost

The screenshot shows a 'Transaction viewer' window with three main sections: Overview, Sales transactions, and Info code transactions.

Trigger	Transaction number	Staff	Store number	Terminal number	Transaction date	Transaction time
H	000000015	3003	3003	003	21.2.2011	18:45:51
H	000000016	3003	3003	003	21.2.2011	18:50:36
H	000000017	3003	3003	003	21.2.2011	18:50:25
H	000000018	3003	3003	003	21.2.2011	18:51:58
H	000000019	3003	3003	003	21.2.2011	18:51:29
H	000000020	3003	3003	003	21.2.2011	18:51:30

Line No	Item number	Item name	Quantity	Price	Cost amount	Discount amount	Price change	Offer number	Return on sale
1	000000000	SAT1	Car Audio System	-1,00	150,00	144,95	5,05		

Info code number	Information	Subcode number	Info code amount	Amount	Description
ITM0017	I-12024		0,00	0,00	Scan in barcode of item not found
RM00001	I-12024		0,00	0,00	Reason for Mark Down

LS POS

LS POS is a .NET based POS that handles all necessary POS operations in a retail environment and is very open for any modifications. It handles discounts and discount combinations. On the other hand, all integrations can be prepared for this type of POS – such as connection to mobile phone operators and selling pre-paid account for instance. Anything than can be triggered at the POS level can be connected to LS POS.

LS POS has an easy-to-use, logical graphic user interface. Simple localisation, a well-documented development path, increased testability and an accessible, extended data model allow for efficient and economical connections with large and small accounting systems. Easily change or extend default functionality. And you can even link in your CCTV coverage to enhance security.

LS POS also acts as a highly customizable POS solution, with special functionality for different verticals for Microsoft Dynamics AX for Retail. The Microsoft external POS Device modules make it possible to integrate LS POS directly into Microsoft Dynamics AX for Retail.



Enhanced Functionality for POS Users

LS POS brings simple power and efficiency to retailing organisations and includes a wide range of enhancements to standard point-of-sale software:

User Interface

- Dynamic user interface
- Multiple language options
- Dual display
- CCTV support

Transactions

- Multiple tender transaction types
- Customer account transactions
- Customer account prices and discounts
- Exchanges, refunds and voids
- Suspend/Resume transaction

Promotions

- Loyalty cards
- Corporate credit cards with inhibitions
- Promotions and multiple discount options
- Gift certificates/credit vouchers

Personnel

- Configurable user-access rights
- Personalized display
- Training mode

Information

- Price lookup
- Inventory lookup
- Item dimensions
- Item comments
- Infocodes

Financial

- Electronic journal
- Copy receipt
- User configured receipts (slip, A4, A5)
- Income/Expense accounts
- Foreign currency handling

Technology

- OPOS support
- RFID support
- CashGuard support



About LS Retail

LS Retail is a 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.

LS Retail has been installed by more than 1.700 companies with 33.000 stores operating over 71.000 POS terminals worldwide. Among many satisfied users of the solutions are: adidas, Kiddicare UK, Dublin Airport Authority (DAA), Dreams, Rivoli Group, aswaaq, Popular Bookstores, Pizza Hut, IKEA, Hard Rock Café Germany, ABRL Group, Uninor, Gallo Retail Inc., Bouwmaat, Fun Belgium, Keria, THE One, Bodycare International, Marketing Investment Group (MIG) Poland, Best Denki, Eu Yang San, Sony Co. (Hong Kong), Baltika Group, Cili Pizza, Elie Saab, Super Selectos, Kitchen Stuff Plus, Agronomy, Wind Italy, Topps Tiles, DIAL (Delhi International Airport Limited), Kingdom of Dreams and many more.



LS RETAIL



For further information on LS Retail solutions and certified LS Retail partners, please visit www.LSRetail.com

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