

## Helps Retailers Make Money & Keep Profits!

Highly awarded POS/retail management solution

### Microsoft Retail Management System (MRMS)

- One easy-to-use package resolves every POS/operations need
- Automates and expedites checkouts and every back-office task
- Provides new ways to market, promote and sell!
- Scales up smoothly for expansion and e-commerce
- Cuts operating and system costs

**MRMS is recognized worldwide** as retail's best value for thoroughness of application in one package, for economy, ease of use and scalability.

**MRMS tracks, manages and expedites** the full spectrum of retail management—sales, inventory control, discounts, mailings, pricing, purchasing, receivables, reporting and suppliers. MRMS runs fast and flexible reports on every item, category, associate and promotion.

**MRMS conforms to your business rules and needs.** It gives you the same information tools that retail giants use—customer purchase histories, e-receipts, personalized marketing, even B2B, e-commerce and CRM/ERP connectivity.

**Easy integration** into Microsoft Small Business Manager, Dynamics or eEnterprise enables balance sheets, payroll taxes and a full range of financials.

**MRMS is faster to learn, expand and use—  
no matter how big it helps you get.**



#### Microsoft Retail Management System

In 2002 and beyond, retailers will face a challenging economy, tougher competition and higher customer expectations. Microsoft and retail analysts saw the need for a thorough and easy-to-use IT solution that would be economical to buy, install, integrate, change and expand.

Among all the retail solutions, Microsoft selected and acquired Sales Management Systems and their applications. These highly awarded products resolve information and operations challenges in stores and chains of any size, but are particularly efficient in lean, small and mid-market environments.

- **QuickSell 2000** manages every POS, information and operations facet of single-location, brick-and-mortar stores.
- **Store Operations** includes and expands on these capabilities by providing multi-channel marketing, communications, cross-platform data integration and chain-building tools.
- **HeadQuarters** pulls data from Store Operations installations, then implements corporate's mandates on pricing, new inventory, stock transfers and other decisions into chosen stores.

Integration with Microsoft® Business Solutions' financial applications brings retailers a sophisticated, end-to-end business information solution including full financials, human resources, CRM and more. The doors are open.

#### Technology Advantages of Microsoft Retail Management System

- Runs under Windows® 98, Windows® Millennium Edition, Windows NT® 4.0 (SP5), Windows® 2000 and Windows® XP
- Supports POS devices: cash drawers, bar code scanners, scales, etc.
- Employs Microsoft SQL Server™ to scale up to terabytes of information.
- Web-integrates traditional, mobile/wireless and remote retail systems via XML, HTTP/HTTPS and TCP/IP.
- Supports ActiveX®, XML and Microsoft .Net to ensure fast connectivity and data integration between POS, back-office, off-site and enterprise systems.



#### Contact Your Certified Microsoft Business Solutions Partner

Microsoft Great Plains Partners certified in Microsoft Retail Management System applications can analyze your needs and goals, optimize product selection, tailor and install your system, then train you and your staff in its efficient use.

Call **888-477-7989** today or visit **www.GreatPlains.com** to learn more details and see these products' full capabilities.

## Empower Your Stores



Expand your clientele

Sell more to each customer

Turn inventory faster

Finish tasks in minutes!

Microsoft

# Microsoft Business Solutions' Retail Management System Helps Retailers Make Money & Keep Profits!



## Any Inventory. Any Industry. Any Store and Chain!

Microsoft Retail Management System (MRMS) tames any stock and sales method—including your services, layaways, work orders and back orders.

- Unlimited inventory items and transactions
- Hard goods, soft goods, services
- Grocery and convenience items
- Matrix and lot matrix
- Serialized items and multiple serial numbers
- Assemblies, kits and items you make
- Gift cards, vouchers, admissions and subscriptions

On six continents, MRMS serves tens of thousands of users.

## More Cash-In per Customer

Accelerate revenues from in-store traffic, catalog sales and phone orders! MRMS helps you maximize cash-in from every "touch" and transaction.

- Know customers' buying histories. Buy only what will sell!
- Remind customers who forget "usual items"
- Display "upsells" so associates mention them
- Use multimedia NetDisplay to sell to customers in line
- Sell goods and services from partnered businesses and Web sites
- Customize receipts with ads for new products and specials

In countless ways, MRMS helps you better serve customers to increase revenue and bind loyalty.

## Power, Speed and Flexibility at the Point of Sale

In one or a hundred checkout lanes, MRMS' easy-to-grasp screens deliver faster, smoother sales. The customizable screen looks like a receipt—with every item, price and quantity in plain sight. Lines go faster with fewer mistakes.

- Keep selling even when your network goes down
- Serve other customers while keeping a stalled transaction on hold
- Handle layaways, back orders, returns and partial payments
- Foreign currencies, multi-tenders, credit cards, coupons, gift vouchers and government stamps
- Instantly check prices, availability and locate stock



Open a new revenue avenue. Cross-sell goods and services from related merchants.

## Saves You Time and Money

Managers and associates immediately learn intuitive screens and operations.

No conversions or relearning when you expand.

- Easy to install, set up and adapt
- Teach POS transactions in as little as 15 minutes!
- Accelerate credit card purchases up to 600% with EDC
- Let wizards finish long tasks in minutes
- Know which associates and items sell best
- Leverage multiple suppliers to get lowest prices
- Predict what days & hours to staff up...or cut back
- Reduce shrinkage, false returns, credit fraud and unauthorized discounts



## Customizable Management Tools

Mold MRMS to your methods and needs at the POS and in the back office.

- Easily reconfigure POS screens to display what your clerks need
- Customize receipts and price labels with graphics, etc.
- Utilize multiple pricing structures for markups and discounts
- Set up sales and promotions—several ways:
  - Discount from retail. Mark up from cost. Set profit margin. Use price-rounding rules.
- Set reorder levels, best-price suppliers and automatic PO's
- Lock out—or empower—any employee's access to sensitive data



Design price tags your way! Speed up and automate pricing with Label Wizard.

Reports and graphs are so flexible that thousands of formats are possible. Drag and drop to rearrange, hide or show columns.



## Quick, Flexible Reports

Make smarter decisions using accurate and timely data. Run thousands of standard and customized reports instantly for split-second response.

- Know what sold best in every department, category and season
- Track ROI from advertising and sales campaigns
- Preview, print or export data in multiple formats
- Filter, hide, sort and group data as you like it
- Add logos and graphics
- Even drill down to modify the database directly from reports

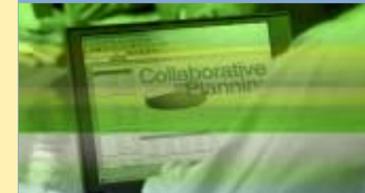


## Keeps Customers Coming Back!

MRMS can make every customer feel like a valued friend by keeping customer records as complete as you choose.

- Capture and show buying and account histories at POS
- Use POS screens to have associate suggest sale items and volume discounts
- Target mailings to selected customers' special interests
- Grant automatic discounts to frequent shoppers
- Reprint, display or Web-publish e-receipts

These features also populate your Microsoft or other Windows accounting and CRM solutions with a stream of constantly updated purchase information.



## Easy Integration

Easy network and Web interaction using XML cuts errors and broadens management knowledge.

MRMS amicably integrates with Microsoft Business Solutions' financial applications, legacy systems, EDC, credit card services and the Web.

- Eliminate double entry
- Specify how much detail goes to accounting/financial software
- Send thorough customer data to back-end ERP/CRM applications
- Enable PDA, mobile and wireless solutions for novel marketing
- Ship and track online through FedEx Web site
- Web-connect to B2B purchasing and e-fulfillment services

Expand clientele and profits with multi-channel marketing.

## MRMS Helps You Expand—Economically

Keep the same software, database and interfaces as you expand to multiple stores and multi-channel retailing. MRMS flexes to meet changing business needs.

- Exploit new sales channels—in-store, phone sales, catalogs
- Operate globally! MRMS easily handles VAT, Euro, multiple currencies—and is available in multiple languages
- Merge corporate applications' data directly into POS transactions
- Integrate and scale up easily with accepted industry standards



Easily customizable POS screen with built-in browser can connect to online services and sites.

For more information, please visit [www.GreatPlains.com](http://www.GreatPlains.com)