SPECIALTY RETAIL

BENEFITS:

- **Connect your business.** One solution integrates point of sale, inventory, purchasing, merchandising, logistics, and financial systems across individual stores and headquarters.

- **Help ensure efficient ordering and replenishment.** Coordinate head office merchandising and enable stores to order items selectively from distribution centers, handle special orders, or perform interstore transfers based on individual replenishment needs.

- **Expand your customer reach.** Interact with customers via Web sites, kiosks, POS systems in physical storefronts, catalogs, and call centers.

- **Market products and services successfully.** Measure detailed customer trends at individual stores and throughout the chain, and then build and manage targeted campaigns and promotions.

- **Gain a complete business view.** Consolidate customer, item, and employee information and help improve visibility into real-time sales activities with business intelligence that can analyze critical data from multiple perspectives to improve your profit margins.

- **Achieve low total cost of ownership (TCO).** Build on existing investments in Microsoft® technology and take advantage of a flexible solution that can scale and adapt as your business grows.

Microsoft Dynamics NAV

Keep the focus on customers with a solution that adapts readily to the unique requirements of specialty retailers. Microsoft Dynamics™ NAV offers the integrated, flexible functionality you need to deliver superb service at the point of sale; analyze and identify customer trends and opportunities; maintain accurate, agile control of specialized inventory and purchasing requirements; and expand sales and marketing channels to extend your customer reach.

Specialty retailers face the daunting challenge of keeping pace with big-box competitors who can offer the convenience of broad selection, immediate availability, and prices that simply can't be beat.

To succeed in an increasingly homogenous business environment, specialty retailers must find innovative ways to compete that are not based solely on price. They need the ability to offer high-quality, often hard-to-find products and deliver personalized, efficient service that can vary widely depending on their specific industry niche and across individual stores and sales channels. Just as important, they need to keep a close eye on the details of customer buying patterns and new consumer trends.

Maintaining such standards requires a business management solution that offers the best of both worlds: flexible functionality that can adapt to unique retail needs at the store level, and system integration that enables efficient business management and drives down administrative and overhead costs—savings that can be passed to customers.

Microsoft Dynamics NAV

FEATURES:

Integrated POS technology	Customize POS functionality to meet specific needs. Control and administer cash registers from one location, and track orders, prepayments, invoices, and cash payments efficiently. POS integration across financial and supply chain systems facilitates accurate accounting and stock records, timely replenishment, fast insight into buying patterns and trends, and the ability to maintain detailed customer histories.
Inventory management	Replenish items efficiently and negotiate lower supplier costs by tracking item movement and supplier histories to quickly generate customized purchase orders and add items on the fly. Manage and categorize items to facilitate advanced item searches. Track the status of returned items quickly and accurately from customer to original vendor.
Merchandising	Enable stores to order items selectively from distribution centers or perform interstore transfers based on individual replenishment needs. Smoothly handle order processing—including special orders—and demand planning for up to thousands of SKUs for specialty items.
Flexible pricing management	Set up and control flexible pricing and discounts. Manage individual pricing by store or store group, and print labels and shelf markers using individualized layouts for each of your stores. Assign a range of sales prices and discounts to any individual product, category, store, or chain.
Store-level integration with headquarters	Retail, supply chain, and financial functionality and information are available at either store level, head office level, or both. Store-level deployments can be configured to meet specific needs without the need to develop separate solutions. Information gathered at the store level is communicated automatically back to the head office and rolled up for reconciliation before posting through to the general ledger.
E-commerce	Establish online stores that integrate smoothly with the Microsoft Dynamics NAV back office and offer customers multicurrency, multilanguage solution trading across international boundaries. Expand supply chain collaboration through corporate intranets using a variety of B2B protocols such as EDI (Electronic Data Interchange) and XML.
Comprehensive business intelligence	Quickly analyze and share detailed business information using familiar desktop tools such as Microsoft Office Excel®. Set up key performance indicators and track trends for faster response to changing market conditions.

For more information about Microsoft Dynamics NAV, visit www.microsoft.com/dynamics/nav.

ArcherPoint

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